

THE INTELLIGENT SELLING SERIES™

THE VALUE PROPOSITION WORKSHOP™

Business Challenge

The recent recession has been hard on companies, but many have survived. Any firm still standing in your space has brought their balance sheet in line, worked hard to minimize waste, and devoted time and energy to improve their product offerings. Often what distinguishes exceptional performance in competitive markets is a clear and compelling value proposition. Like it or not, customers have a perception of your company and only you can change that. Without a compelling value proposition your product or service may become a commodity where all you can do is reduce price or sell more than the next firm.

The Focus

ProDirect helps clients create compelling value propositions. Our proven workshop and collaborative authoring process helps you describe your target buyer, the problem you solve, and why you're distinctly better than the alternatives. **The Value Proposition Workshop™** produces messaging that articulates the kind of impact you help your customers achieve, that you understand how to solve their problem and that you have a special process to do it.

Key Features

- Prewrite and readings related to the underpinnings of successful value propositions and the prioritization of factors that contribute to customer value.
- Data collection that compiles and characterizes all branded solution messages for key competitors and your own (includes customer interviews).
- Stakeholder mapping that includes the network of customer contacts most impacted by the value your solution delivers with a connection to their need.
- Prioritization of key factors and attributes relevant to your solution.
- Collaborative section-by-section creation of your firm's value proposition.
- Group review of final draft with authoring support.

Outcomes

By participating in **The Value Proposition Workshop™** participants will create:

- Three levels of messaging to support your solution: a tagline, an elevator pitch and a four-section value proposition.
- Agreement on your solution's "value" factors that matter most to customers.
- A customer feedback loop for use in augmenting or improving your solution.
- Value creation support for sales and ongoing relationship management teams.
- Support for investor relations and public relations stakeholders.



WHO WILL BENEFIT

The Value Proposition Workshop™ is perfect for process and platform owners and those who sell these solutions. The program is a collaborative effort among all who can influence the sale and the ongoing relationship.

DELIVERY

Delivered as a 1-day workshop complete with prework, team exercises and authoring support from seasoned Bill Walton Sales Training messaging experts.

ABOUT

Bill Walton sales training (BWST) is a division of ProDirect, a nationally recognized value creation and sales training company. The firm specializes in helping clients un-blur the lines of differentiation between them and their fiercest competitors. Our value creation methodology is used among the who's who in the Financial Services, Energy, and Travel and Transportation Industries. Based in Princeton, NJ BWST serves clients in the Fortune 500.