

Value Selling Essentials

Duration: 2-Days

This program is designed to reinforce the fundamental principles of selling value over price. It reinforces core selling behaviors (pre-call planning, opening the call, discovery, presenting value and gaining agreement) while teaching salespeople how to creatively and deliberately match their business solutions to the particular value needs of their customers.

After completing this program, you will be able to:

- Articulate your company's value in terms of its products and services, people and processes
- Explain how different stakeholders define value.
- Identify ways you can deliver value to your customers.
- Develop call objectives and strategies.
- Craft a value proposition statement.
- Develop a questioning plan that generates a value-based dialogue and uncovers value selling opportunities.
- Initiate a Sales Call
 - Conduct a value dialogue using the rules of engagement
 - Present a value proposition
 - Use the 3R approach to handle customer concerns
 - Gain agreement

This cohort program is for intended for sales professionals and sales managers within the same organization or business unit.

Delivery Method:

Pre-work: Upon registration to the Sales Certification Program, participants are required to complete pre-work as follows:

- Reading assignments and application exercises
- On-line classroom and guided discussions facilitated by an RBI faculty member

RBI Lab Experience: Upon completion of the pre-work component, participants will attend a 2-day workshop at the Russ Berrie Institute for Professional Sales which will consist of:

- Reinforcement of the learning objectives presented in pre-work.
- Behavior modeling and role-playing
- Feedback provided by RBI Sales Coaches
- Action Plans which serve as the basis for follow-up
- Role-plays are captured on DVD and provided to participants

Measurement: Program effectiveness is measured at 21, 60 and 90 day intervals.