



Selling Value to Customers

An Advanced Selling Skills Seminar

This custom training session teaches technical sales engineers and account managers how to sell products based on value instead of features & price. We talk about value to customers, but can't define or quantify it. In increasing numbers, customers are buying based on a "spreadsheet" or "Internet" approach - comparing each supplier's features and price. Salesmen and their companies are being led into a "Feature/Price" trap, which seldom addresses the real issues of value.

This session explores the difference between customer Needs and Wants. These two concepts are directly related to either 1) Feature/Price selling or 2) Value selling.

Four distinct levels of selling are defined and explored:

- 1. Feature & Price*
- 2. Value & Solution*
- 3. Customer's Competitive Chain*
- 4. Customer's Profit Improvement*

Sales engineers will be challenged on setting a "Value-added" goal on each call that differentiates their products. Included are practical tips to accomplish these goals. Using literature correctly and creating a personal sales manual and modular "value-added" presentations will be a workshop specialty.

Length: 2 hours based on product and market complexity.

Who: All employees involved in the sale, marketing or application (engineering) of products and services.

Syllabus: An interactive format, stapled syllabus is available



*"Nowadays, people know the price of everything and the value of nothing"
Oscar Wilde*