

Value Proposition



Duration

2 days

Group Size

Maximum 12 participants

Who Should Attend

Sales Professionals

Program Outcomes

- Strongly differentiate your solution and organisation and reduce competition
- Increased ability to appeal to individual stakeholders with different styles, drivers and agendas
- Increase persuasion and sales success by developing clear and persuasive messages that align to customer business issues
- Impactful and compelling pitch presentations
- Greater success in team selling situations

Business Challenge

How often does it happen that your sales people put huge effort into the early parts of a high stakes opportunity, connecting and engaging with all the stakeholders, and continuing to build need awareness and positioning themselves, your organisation and its solutions well – only to lose the sale at the competitive pitch stage?

The pitch is only part of the sales process but can make or break the deal for your organisation.

Program Overview

The Value Proposition Development program continues to build upon and reinforce the key skills developed in Synergy Client-Centric Selling and Sales Case Study Experiential, where the focus was on the early stages of the consultative sales process. During this program, time is spent on the development and then presentation of key sales messages. Also covered are the key concepts of representing value and differentiation, team selling and qualification and analysis of a live sales opportunity.

"Synergy has worked hard to understand the environment we work within, and has successfully designed and customized innovative learning solutions to reflect our culture, specific needs and service offering."

*General Manager,
Global Payments Technology
Company*

"If you want to become better at selling to all types of customers, understanding that the meeting is about the customer and you want to be more professional to what you do - then Synergy is the way to go."

*Sales Manager
Global IT Company*

More Information

02 9238 6633

info@thesynergygroup.com.au

Key Components

- Differentiation and competitive selling
- Team Selling and partner presentations
- Develop compelling messaging around yourself, your offer and your organisation
- Review of the Motivation Process and Client-Centric Selling Model
- Representing value throughout the sales cycle
- The Elevator Pitch
- The power of evidence and developing an evidence bank
- Gaining commitment and closing the sale
- Classifying and dealing with objections

Research & Approach

The Synergy research team is regularly applying learning from the Synergy analysis engine, together with the latest approaches and techniques to enhance its content and methodologies.

The program approach enables participants to utilise their own data for an upcoming team selling presentation, and utilise a specific business scenario to plan and practice throughout the workshop.

The Results

As a result of attending this program, business professionals will be equipped to:

- Demonstrate the organisations point of difference in a highly compelling manner to influence buying decisions in competitive selling situations
- Strategically and tactically manage team selling situations to ensure sales success
- Focus on representing value rather than selling on price, to ensure margins are not eroded
- Significantly enhance ability to qualify an opportunity