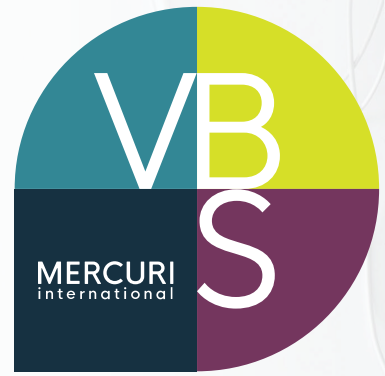




Mercuri International

VALUE BASED SELLING



PROGRAM OVERVIEW

Mercuri International

WHY VALUE BASED SELLING?

Sometimes a salesperson may struggle to get their message across – and the customer may not perceive the value of the offer. In those challenging selling situations, a traditional sales approach is not enough.

AUDIENCE

All sales professionals who want to learn a methodology to find new areas of value and how to deliver them to the customer.

DURATION

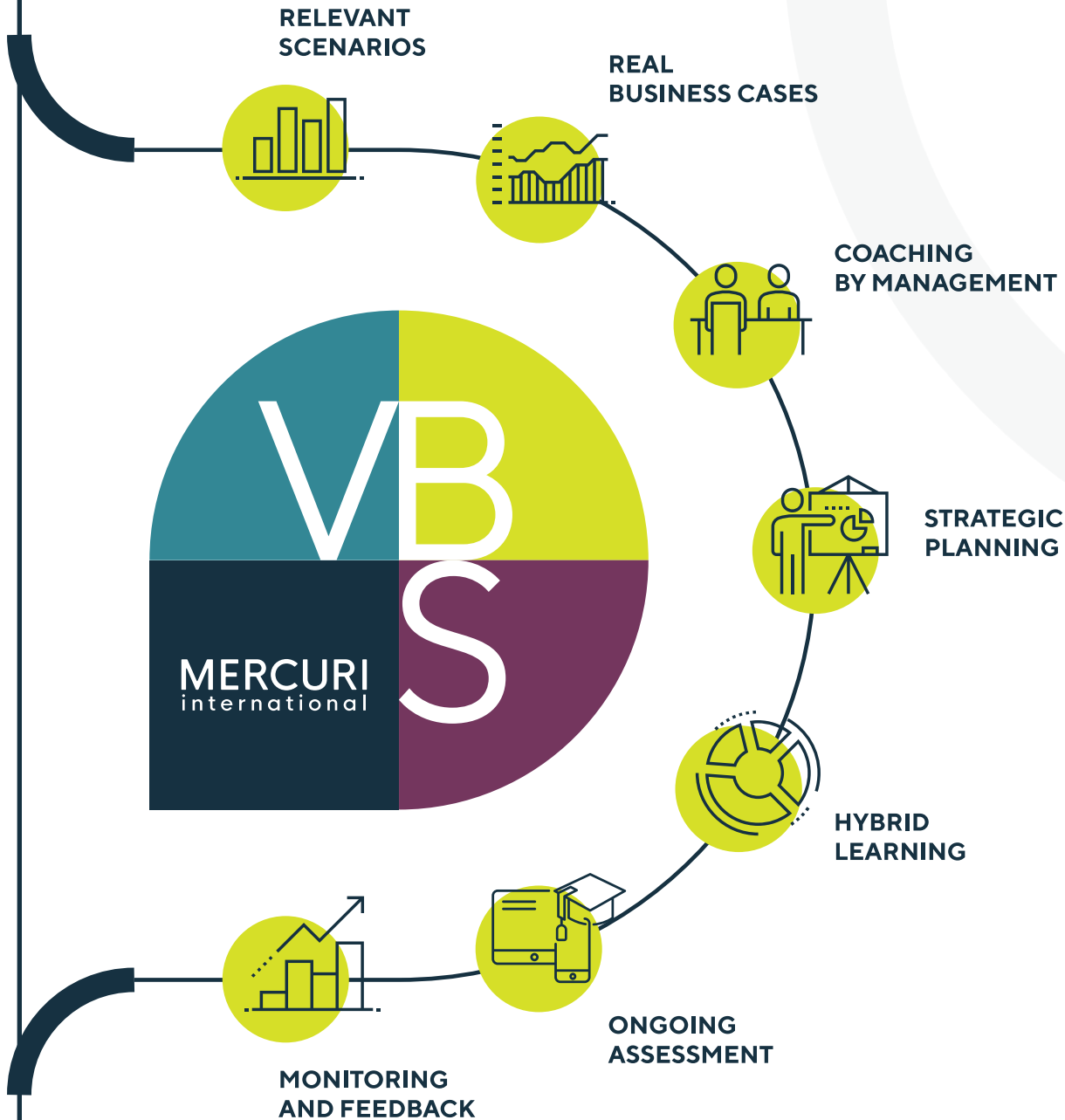
Digital content: **11 hours**

DELIVERY FORMAT

Digital modules in combination with face-to-face or virtual classroom.

Interactive content, videos, exercises, questionnaires, downloadable documents and open forums to connect with the community. All material is supported on laptops, tablets and smartphones.





RELEVANT SCENARIOS

Trainers apply and conduct roleplays based on case studies, fictitious but relevant to the participants’ specific business situation.

REAL BUSINESS CASES

Learners use their own real cases to apply the method in their daily business life.

COACHING BY MANAGEMENT

Managers are trained to coach their teams on applying VBS.

STRATEGIC PLANNING

Content and activities are customized to address the business goals and challenges of your organization.

HYBRID LEARNING

To address needs and learning styles of each learner, different formats such as face-to-face, virtual and digital, are applied in the most effective way to develop an ongoing learning experience.

ONGOING ASSESSMENT

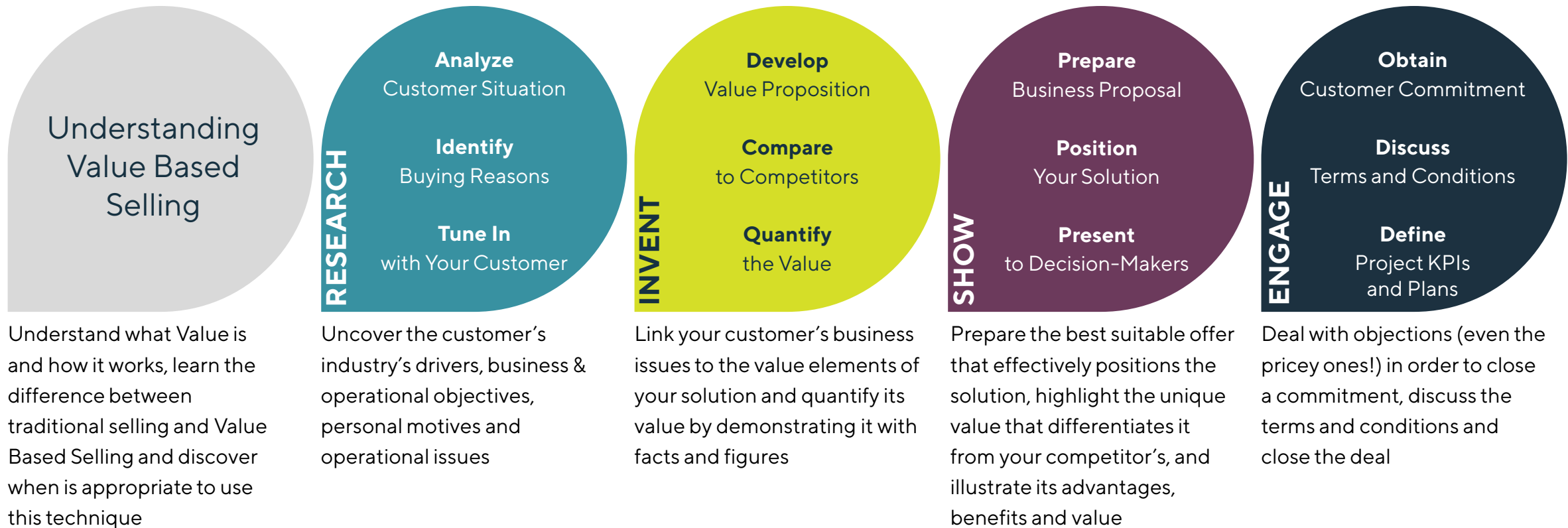
Learner's progress is constantly monitored, both in terms of improved skills and business results.

MONITORING AND FEEDBACK

To measure the impact on your business performance.

CONTENT DESCRIPTION

The RISE Process



CONTENT OVERVIEW

1

UNDERSTANDING VALUE BASED SELLING

- The RISE process
- Differentiated selling
- Empathy projection test

2

RESEARCH -PART 1

- The FOCA technique
- Discovering your client's needs and motivations

- Ensuring cooperation: understanding your key stakeholders
- Contact alignment

3

RESEARCH - PART 2

- Understanding your client's needs
- Asking questions
- Need discovery

4

INVENT YOUR VALUE PROPOSITION

- The power of value
- Getting to know the different levels of communication
- The value chain and competitive advantage

5

SHOW YOUR VALUE PROPOSITION

- The value story
- Using storytelling to engage your audience
- Argumentation

6

ENGAGE YOUR CUSTOMERS

- Dealing with Clients' Objections
- How to be assertive in difficult situations
- Handling objections

7

RECAP AND PRACTICE

- Handbook
- Takeaways

8

ANALYZING OPPORTUNITIES AND CASE PREPARATION

- Opportunity plan

LEARNING PATH



WELCOME

VIDEO E-MODULE BEHAVIOURAL ASSESSMENT

INTRODUCTION

VIDEO E-MODULE SUMMARY E-MODULE SUMMARY

RESEARCH - PART 1

E-MODULE VIDEO

SHOW

SUMMARY E-MODULE SUMMARY E-MODULE VIDEO

INVENT

SUMMARY E-MODULE SUMMARY E-MODULE

RESEARCH - PART 2

VIDEO E-MODULE SUMMARY E-MODULE SUMMARY

ENGAGE



**PATH
CERTIFICATION**



Including face-to-face or virtual sessions along the path



Mercuri International

GROW YOUR PEOPLE,
GROW YOUR BUSINESS

