



# Value based selling

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Mercuri International

# Program overview

## 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

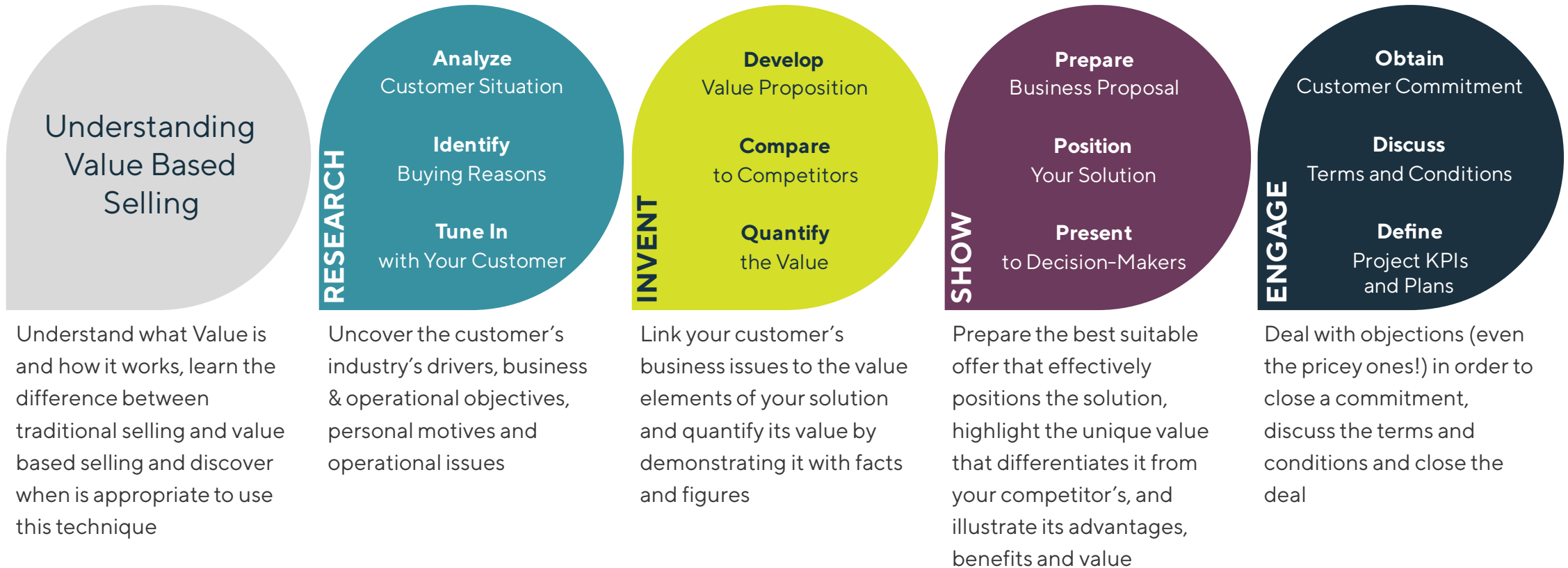
Interactive content, videos, exercises, questionnaires, downloadable documents and open forums to connect with the community. All material is supported on laptops, tablets and smartphones

# Program overview

- **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 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 the 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

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## 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

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## Recap and practice


- Handbook
- Takeaways

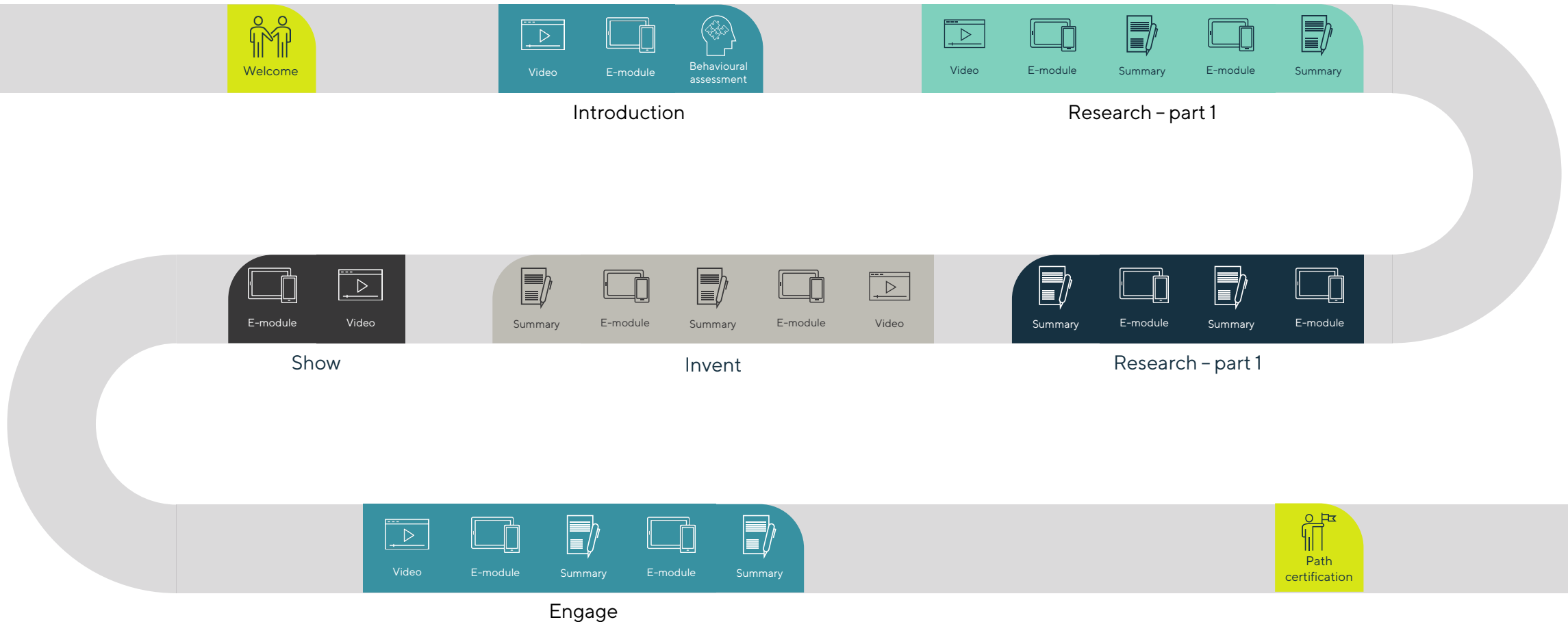
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## Analyzing opportunities and case preparation

- Opportunity plan

# Learning path

 Also available including face-to-face or virtual sessions along the path







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Grow your people  
Grow your business

