

# VISUALIZE™

## A New Way to Accelerate Sales



The ValueSelling Framework® is the **first and only** sales methodology with a toolset integrated throughout the **entire lifecycle** of a customer relationship.

Visualize is a global leader in implementing the ValueSelling Framework®, a formula-based sales process with decades of proven results in helping teams optimize how they engage, qualify, advance, and close opportunities. It's a framework that helps your organization make the crucial connection of why your products and services are the best way to address your customer's specific business challenges via compelling value propositions.

### ValueSelling Students are proven to:

- Have a strong understanding of Value Articulation
- Understand the integration between Sales and Marketing
- Be better at having Executive Conversations
- Master Differentiation: successfully connecting their company's unique capabilities to a prospect's problems

### How it works

Based on easy-to learn, repeatable steps, we provide sales professionals with the tools they need to save time, effort, and resources in all selling situations, while minimizing the risk of losing the sale or wasting time on those prospects who will never buy.

They will learn how to quickly diagnose stalled sales, increase forecasting accuracy, expand each opportunity, and reduce discounting. Although the concepts may seem complex at first, adoption rates achieved are extremely high due to ValueSelling's simple, executable, and powerful process.

### Going above and beyond the Framework

Visualize partners with you to create tailored solutions that address the challenges standing in the way of your team achieving its goals. Our holistic approach engages the entire enterprise in creating and sustaining a strong culture—one rooted in customer impact through consistent processes, tools, coaching, and goal setting.

Given our extensive backgrounds in selling, managing, and leading varied industries across diverse geographies, the Visualize team is uniquely suited to help take your business to, and beyond, the next level.

### How well does it work?

Within weeks of working with Visualize and properly installing ValueSelling, you'll experience a return on your investment. That ROI will grow as you increase sales productivity, performance, and customer retention. Through a unique combination of energetic live sales training, online courses, and tools, you'll boost your sales skills and revenues.

- 270% increase in deal size within seven quarters (Motorola)
- 314% increase in production (Right Hemisphere)
- 43% decrease in deal cycle (VMware)
- 44% increase in sales team productivity (Citrix)