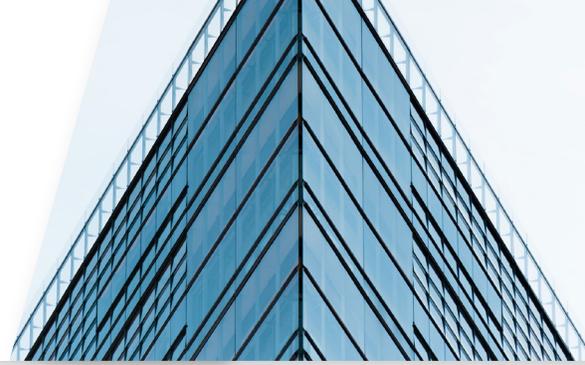# VISUALIZE™

The ValueSelling Framework®
At-a-Glance

The Formula to Help Sales Professionals

Our proprietary ValueSelling Framework® is founded on a practical, sustainable methodology that uncovers a prospect's critical business issues and enables the salesperson to link the unique value of their solution to those issues.

Through personalized classroom instruction, we arm sales executives with strategies to access and dialogue with executive decision makers, diagnose stalled decisions, increase forecast accuracy, eliminate discounting and increase deal size.

ValueSelling is a simple approach to connect to the criteria by which customers will ultimately make their decisions. By executing the steps of the ValueSelling methodology, sales executives have furthered their careers and reached higher achievement than ever before.

The strength in ValueSelling is that it's a sales process that can be duplicated in every complex selling situation: Business-to-business or business-to-consumer.

What you'll learn

- Eliminate the "no decision" sales cycle
- Improve win and close rates
- Reduce discounting
- Focus on the customer's business issues
- Use a repeatable road map
- Leverage the customer's buying process
- Develop and leverage best practices

How the process 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.

How can you be sure you'll get a return on investment?

Within weeks of 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*

314 %
Increase in
Production*

44 %
Increased Sales
Productivity*

* Motorola, Right Hemisphere, Citrix