VISUALIZE™

Coaching ValueSelling

Workshop Overview

This workshop is specifically designed to improve forecasting, ensure that first-level managers are effectively developing their sales teams, improve new representative's ramp-up time, and effectively and consistently implement revenue-increasing initiatives. Designed as a one-day course of approximately 6-7 hours in length, Coaching ValueSelling provides managers with a process to leverage their forecast, achieve valuable business outcomes from the forecast, and develop productive, constructive feedback to reinforce the ValueSelling muscle in the sales team. In addition, this workshop helps to develop the critical "inspect what you expect" rule, cementing the core concepts and ideas for a repeatable and successful sales process.

Course modules and events include:

- Review the ValueSelling process and establish the ValuePrompter® as the framework for forecasting: Key Concepts, Daily Qualification Model, and Facilitating Value Buying
- Establish and confirm the QP Formula: QP = VisonMatch$_D$ x Value x Power x Plan®
- Develop the VisionMatch™ and understand its value
- Forecast Inspection: Provide managers with pragmatic tools for coaching their team and leveraging the status of an account; develop a measurable scale to implement into an existing forecasting process, and synchronize terminology
- Educate managers on "obtaining results from the sales process" through skill development; share communication processes that effectively and constructively provide feedback to a sales representative; produce an outcome for mutual conclusion, and develop an action plan to further those skills requiring development
- Managers will develop measurable initiatives to build the ValueSelling principles, as well as uncover the most critical business issues identified in the workshop
- Provide managers with further insight on their multi-faceted role, including the responsibilities tied to each role
- Provide insight into the Opportunity Assessment and link back to the QP Formula® for evaluation
- Plan, encourage, recognize, and reward change within the sales team
- How to target and implement a sales campaign going forward

The only way any sales methodology can effectively accomplish specific goals is to expect the management team to buy-in and "inspect what they expect." This workshop helps management and executive teams cement the concepts and ideas of the core ValueSelling class. It also helps to ensure that a feedback loop is created, which builds upon the foundation of the core class while confirming that areas of skill deficiency are identified and reinforced. This course is intended for delivery to managers within 30 days of the two-day ValueSelling Certification training workshop.

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