VISUALIZE™

ValueSelling Certification

Workshop Overview

Certification in ValueSelling provides data, tactics, and processes for delivering sales with limited customer information while addressing any level of a prospect organization. This two-day course provides a repeatable, sustainable, and pragmatic sales process for educating sales representatives on how to sell with the buying prospect rather than "*to*" them.

Through refinement of an existing skill set, while building in new fundamentals, sales representatives and managers can develop a process designed to discover what is important to the buyer, understand the mind of the buyer, motivate listening to the buyer, take action, and justify an investment. This certification prepares selling individuals to effectively call on all levels of personnel while motivating influencers, technical buyers, and people of power in their deals.

ValueSelling builds upon fundamentals, and then provides:

- A consistent, compelling introduction to establish credibility with a key decision-maker
- A powerful qualification tool—the QP Formula®—which improves forecast accuracy and resource utilization
- An easy-to-implement questioning model which ensures all "bases are covered" in every customer interaction while providing pointed, probing questions
- A framework to minimize objections and assist in overcoming objections, should they occur
- Differentiation of strengths as they relate to the buying prospect's personal and business issues, therefore reducing lost deals to lower-priced competition
- Training on the ValuePrompter®, a tool designed to assist sales representatives in matching prospect's business issues to unique capabilities
- An interactive teaching environment using role-play and real-world examples customized to your organization
- A process to sell across your solution portfolio in all applications
- A common terminology and process for all departments within your organization, allowing for successful forecasting, strategic planning, and account targeting

ValueSelling Certification is coupled with our eValueSelling® companion, an online course providing the ValueSelling principles prior to the classroom workshop. This companion course reduces the required time in the classroom and the opportunity cost of lost time in the field for sales representatives. eValueSelling® teaches these fundamental tenets:

- Can they buy? Will they buy? Should they buy? When will they buy?
- Developing tools for improved dialogue management skills
- Defining a process for call introduction to capture the attention of the buyer
- Defining a process for developing key probing questions to purposefully seat competitive differentiators

In addition to the course outlined above, a 2-4-hour "on-demand" workshop is available online 24/7.
The eLearning companion course is typically provided to students three weeks prior to classroom participation.

Visualize for ValueSelling | Copyright ©2007-2025 by ValueSelling Associates, Inc. | Creators of the ValueSelling Framework®