VISUALIZE™

ValueSelling Mini MBA

Workshop Overview

This course prepares the sales executive to have a business conversation with all levels in an organization, especially the business decision-makers. This course allows sales executives to build a base of business acumen that provides them with the knowledge and confidence to successfully approach senior business executives and engage in a business-level conversation. The ValueSelling Framework® is introduced as the structure for planning and executing a call on a senior executive. Exercises include analyzing financial documents to identify business issues and creating anxiety questions to initiate a campaign to establish a dialogue with business executives and motivating them to share their issues and problems.

Do you face the following challenges?

- Not able to conduct a business-level conversation
- Difficulty identifying a prospect's business issues
- Difficulty relating product capabilities to client's business issues
- Lack an understanding of accounting fundamentals
- Cannot spot or leverage market or company performance trends
- Difficulty gaining access to business decision-makers

Who should attend:

- Salespeople, Sales Managers, Marketing, Applications and Technical Support Staff

Course structure:

The ValueSelling Framework® is the core component of the ValueSelling Mini MBA course, which delivers the following five modules:

- ValueSelling Refresher – Learn the fundamental principles that are used to successfully motivate people to buy. These principles are the foundation of the ValueSelling process. The Qualified Prospect Formula is also introduced.
- Executive-level Selling – Learn how to establish the link between the analysis of your prospect's business and your ability to deliver business value which is the key to executing a successful sales call on a senior business executive.
- Mini MBA – A primer in business acumen teaches you how to analyze financial reports. You learn how using a basic business vocabulary enables you to initiate and sustain a business-level conversation. You learn how different functions in an organization react differently to the same business issue.
- Business Issue Exercise – Use accounting basics to analyze financial reports and identify potential business issues for your prospects and customers.
- Anxiety Question Exercise – Learn how to create powerful anxiety questions using the potential business issues you have identified for each business executive you need to call on. Practice using them in a safe environment.

How you'll benefit:

- Learn the accounting fundamentals that will enable you to develop a basic business vocabulary
- Develop the knowledge and confidence to conduct a business-level conversation
- Learn how to use market and performance trends to identify a prospect's business issues
- Gain the ability to execute a successful call on senior business executives

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