VISUALIZE™

ValueSelling for Professional Services

Workshop Overview

In Client Lifecycle Management, we ask and expect our sales representatives and professional services to “team”, therefore providing a complete and seamless process to the client. The ValueSelling Framework® empowers professional services by not only demonstrating real value in solutions, but more importantly extracting the needs of your client and ensuring delivery of those requirements throughout the life of the relationship. In a sales cycle, ValueSelling provides this selling team a single playbook and script, marking a clear line of success for both sales and professional services. While professional services has the power to bridge the gap between what was sold and delivering on that promise, the ValueSelling Framework® bridges the gap between sales and professional services. Therefore, professional services become a crucial feedback loop to Sales regarding the health and growth opportunities of clients. This course is structured and designed for client interaction during implementation and execution. Utilizing the framework consistently to structure implementation as a growth and development opportunity.

ValueSelling for Professional Services will allow participants to:

- Understand the client’s needs and business issues while matching the solution to those requirements to reach a shared vision
- Enable a seamless handoff from sales to services aligning the teams around the common vision
- Utilize a consistent process to manage conversations and discovery with clients
- Train on the ValuePrompter®, a tool designed to assist professional services in linking customer problems to your unique capabilities
- Communicate the value of extending the business relationship to the client
- Create more effective Statements of Work that align with client goals and objectives
- Provide necessary feedback to Sales and Product Management regarding the state of the client
- Initiate a consistent, compelling introduction to establish credibility with key decision-makers
- Practice and demonstrate in an interactive teaching environment, using role-play and real-world examples customized to your organization

ValueSelling for Professional Services 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 professional services. 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 developing key probing questions to purposefully seat competitive differentiators

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