VISUALIZE™

Value Engineering for Product Development

Workshop Overview

This one-day interactive course is designed to be a catalyst to bring the product development teams in alignment with sales and marketing in terms of leveraging the ValueSelling Framework®. The training will consist of several of the base ValueSelling modules and will provide a foundation of understanding to bridge the communication gap between product development and marketing/sales. It will provide the foundation for differentiated value-based product development by leveraging the ValueSelling Framework®, specifically the ValuePrompter®.

The course provides a concise view of how to create products and services targeted at the right buyers and their key buying issues. Objectives are focused on, but not limited to:

- ValueSelling Process – Review the ValueSelling Framework® and establish the ValuePrompter® as the framework for the process of need creation
- Assessment – Assess the current product development process to test process and content against what motivates a prospect to listen and act
- The Science of Need Creation – Learn the process of working backwards from existing differentiators to the problems they solve
- The Science of Need Creation – Learn the process of working backwards from your existing differentiators to the problems they solve
- Application – Role-play a case scenario customized for your company's unique capabilities and how to best leverage them in product development with the specific goal of defining new products based on how and why they should be valuable to potential clients
- Define – Creating a distinction of the different types of issues and problems existing within an organization and identifying how to target appropriately
- Process – Define a process for not only fully integrating the ValueSelling Framework® within all product development cycles, but insure the product development process provides the sales and marketing teams with clearly defined ValueSelling formatted unique capabilities, and the related problems they solve for clients, as a normal part of all product launches

Upon completion of this course, participants:

- Have an understanding of what creates value in the mind of buyers at different levels in the organization and how to uncover them
- Identify key business issues, problems, and value for target buyers and create questions that will engage them in conversation
- Two or more ValuePrompters® that are targeted around the next upcoming product launches
- A Framework for future communication between product development, marketing, and sales

Methods:

An interactive workshop reviewing the Value Buying Process™, attendees' will "Reverse Engineer" key capabilities and then link them to problems for the target buyer(s). Attendees' work as a collective group to create the first ValuePrompter® then they work in smaller groups to create additional ValuePrompters® reviewed by the other attendees. Upon completion, several ValuePrompters® will be created targeting new product development for specific buyer's key business issues. Their problems will be defined and questions will be created to uncover the business issues, problems, and value.

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