VISUALIZE™

eValueSelling® Online Sales Training

Workshop Overview

This web-based sales training course develops awareness to the skill set in the ValueSelling process. Based on the world-class ValueSelling Framework®, this course introduces sales professionals to the terminology, tools, skills, and behaviors required to execute a value-based sale. As a sales process, the ValueSelling Framework enables the salesperson to manage their conversations with a prospect. By diagnosing the customer's business issues, and collaborating and connecting your solution as the best way to address the business issues, the salesperson can then develop the value proposition that will motivate the customer to take action.

eValueSelling course benefits:

- Establish professional credibility during a sales call
- Identify and gain access to the ultimate decision-maker
- Differentiate your organization by presenting solutions in the context of the prospect's business issues or problems
- Increase revenue by uncovering the prospect's measurement of value
- Improve efficiency and shorten the sales cycle
- Improve qualification skills with a multi-dimensional toolset
- Motivate prospects to act now
- Create need for the entire solution portfolio

The course can be either standalone or part of a broader, blended-learning solution, which would include classroom training with the practical application of ValueSelling in a real-world selling environment.

Course content includes:

- The principles of the ValueSelling Framework®
- The ValueSelling Framework process
- The ValuePrompter®
- Creating a VisionMatch™
- The Qualified Prospect Formula®

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