VISUALIZE™

Creating Need and Differentiation

Workshop Overview

This highly interactive workshop focuses on a proven process to differentiate yourself in a dynamic marketplace—whether you're faced with a new product, new market, or new competitor. Apply ValueSelling's repeatable process to your sales, marketing and product materials by reverse-engineering the buyer's requirements and creating a need for your unique capabilities over the competition.

Create marketing messages targeted at the right buyers and their key buying issues. Objectives are focused on:

- ValueSelling Process – Review the ValueSelling Framework® and establish the ValuePrompter® as the framework for the process of need creation
- Assessment – Assess the current communication mediums, such as datasheets or brochures to test content against that which 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
- Application – Role play a case scenario customized to your company's products and services with the objective of increasing the size of your transaction
- Define – Create a distinction between the different types of issues and problems existing within an organization, and identify how to target appropriately

Upon completion of this course, participants will:

- Have an understanding of what creates value in the mind of buyers at different levels in the organization, and how to uncover those values
- Identify key business issues, problems, and value for target buyers, and ultimately create questions that will engage them in conversation
- Develop the buyer's requirements to prioritize your solution over that of a competitor
- Complete two or more ValuePrompters® targeted at specific buyers
- Create a framework for future communication between marketing and sales

Course methodology:

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

**Workshop output provides a foundation of content for case study development for the sales training workshops.

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