VISUALIZE™

ValueSelling for Marketing Pros

Workshop Overview

Based on the ValueSelling Framework®, ValueSelling for Marketing Pros provides a common language, set of principles, and marketing-specific practices to align across the revenue engine.

Today's marketing executives are faced with supporting revenue growth by delivering a marketing-sourced/influenced pipeline coupled with demands for increasing lead conversion velocity and a positive return on marketing investment.

Delivering on these demands isn't easy when typical marketing teams are challenged with marketing and sales speaking different languages, product-focused (as opposed to customer-focused) revenue motions, marketers leading with product instead of customer objectives and problems, not uncovering customer pain and needs and instead marketing product capabilities. All this causes marketing to underperform expectations.

ValueSelling for Marketing Pros teaches marketing the same methodology as sales, but with additional tools, techniques, and concepts to apply ValueSelling to unique marketing activities.

By the end of this workshop, participants are better at:

- Identifying buyers' strategic/tactical problems that you can uniquely address
- Flipping the messaging from leading with product features to leading with solving our customers' business problems and issues
- Using ValueSelling grammar and techniques to better align Sales and Marketing
- Developing assets that support the ValueSelling methodology to assist with advancing sales
- Applying new skills and tactics directly to Marketing activities
  - Developing value messages to create customer demand
  - Creating assets to motivate action throughout the buying journey
  - Building powerful, actionable personas

The learning journey kicks off with a "Why Change, Why Change Now" webinar, followed directly by enrollment in eValueSelling Fundamentals, an online course to level-set principles and concepts. Marketers then attend a 2-day workshop (or 4 half-days if conducted virtually), customized to include a deep dive into either content assessment or persona creation/enhancement. Doing both adds an additional half-day.

Post-workshop reinforcement includes enrollment in ValueSelling@Work, a 14-week micro-learning reinforcement series as well as 30-60-90 day consultations and TBD skills enhancements.

A typical 2-day agenda is below:

- ValueSelling Framework Review
- O-P-C Questions, Differentiated VisionMatch
- The Value Conversation
- Power and Plan
- Storytelling
- Creating Compelling Content
- Developing Powerful Personas
- Action Planning and Next Steps

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