

**Developing your Value Proposition** ensures that your company stands out from your competition. In the highly competitive sales environment we often find ourselves in, it is becoming increasingly important that we can differentiate ourselves based on value instead of on product features or price. The ability to articulate that value into a *Value Proposition* could be the differentiator that enables you to win the sale or position your organization more favourably with the customer. The ability to be able to do this does not sit solely with the Sales Professionals, but with everyone who interacts directly with the customer.

In a highly interactive one day program, we look at the potential areas to establish value, from the customer's perspective; we look at the various levels of Value Proposition (Market, Industry, Account, Dept/Div, Dept Head) and how they need to be aligned with the customers business needs and be able to differentiate you positively from the competition.

The participants will develop their Value Propositions for live accounts and opportunities using a structured approach and will have the opportunity to present them back to the group for feedback and refinement.

### Who should attend?

This program is equally applicable for Account Teams looking after existing accounts as it is for Sales Teams focusing on new business. Therefore it is applicable for all Sales Professionals, Sales Managers, Channel Managers, Pre-Sales Consultants and Service Delivery Teams.

### Program Outline

- Defining Value
- Types of Value Proposition
- Assessing your Capabilities and your Competitors
- Developing your Value Propositions
- Delivering your Value Propositions

### How will participants benefit?

The program will enable the participants to:

- Be able to differentiate your company, product and services based on value to the customer
- Provide competitive advantage by being able to articulate your value add
- Increase win-chance and resultant revenue by more closely aligning your solution to the customers needs
- Improve the sales teams / account teams credibility with the managers and executives in your customer



A fresh  
perspective  
on your  
performance