

**Developing your Value Proposition (DVP)** ensures that your company stands out from the competition. In the highly competitive sales environment it is becoming increasingly important to 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 organisation 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 or two day program, we look at the potential areas to establish value, from the customer's perspective; we look at the multiple levels of Value Propositions (e.g. Market, Industry, Account, Department or Division, Department 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 learn how to deliver them in the most impactful way.

## Who should attend?

DVP 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
- Creating Favourable Impressions
- Communication your Value
- Delivering your Value Propositions

## Business Benefits

The business benefits of *Developing your Value Proposition* are to:

- Differentiate your company, products 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 by aligning their solution to the clients business need.



A fresh  
perspective  
on your  
performance