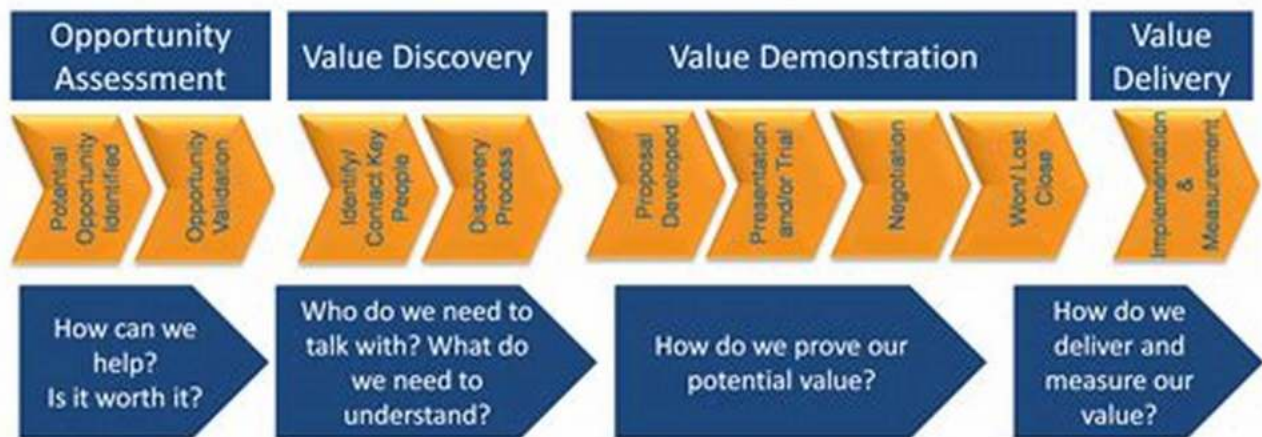


Value Selling Strategies Model: Unlocking Success through Customer-centric Approach

The Value Sales Process



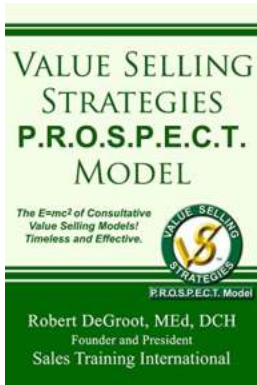
Note: This basic process applies to existing as well as new account development



In today's competitive business landscape, it has become crucial for organizations to adopt effective sales strategies to stay ahead of the curve. Among various sales methodologies, the Value Selling Strategies Model has emerged as a revolutionary approach that not only drives revenue growth but also fosters long-term customer relationships.

The Value Selling Strategies Model focuses on understanding customer needs, aligning offerings with those needs, and demonstrating the value a product or service can bring, ultimately helping customers make informed purchasing decisions.

**Value Selling Strategies P.R.O.S.P.E.C.T. Model:
Prevent Price Objections by Selling Value**



by Project Management Institute (Kindle Edition)

★★★★★ 5 out of 5

Language : English
File size : 435 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 166 pages
Lending : Enabled



Understanding Value Selling Strategies Model

The Value Selling Strategies Model, also known as the Value-Based Selling Model, emphasizes that value is not solely determined by the features, functions, and price of a product or service. Instead, value is perceived differently by each customer, based on their unique priorities, goals, and challenges.

By adopting this customer-centric approach, sales professionals can effectively present their offerings as solutions tailored to address specific pain points and deliver tangible value to customers. The model shifts the focus from simply selling a product to showcasing its benefits, resulting in greater customer satisfaction, repeat purchases, and positive word-of-mouth.

The Framework of Value Selling Strategies Model

The Value Selling Strategies Model comprises several stages that guide sales professionals throughout the sales process. These stages include:

1. **Identify Customer Needs:** Through extensive discovery and active listening, sales professionals identify customer pain points, objectives, and

requirements.

2. **Quantify Value:** Once customer needs are understood, sales professionals quantify the value their offerings can provide. This involves highlighting how the product or service can save time, reduce costs, increase efficiency, or boost revenue for the customer.
3. **Create a Tailored Solution:** Leveraging the gathered information, sales professionals craft a customized solution that directly addresses the identified needs and brings significant value to the customer.
4. **Present the Solution:** In this stage, the sales professional demonstrates the solution, focusing on the specific value-added benefits it offers. This can be done through presentations, product demonstrations, or case studies.
5. **Negotiate Value:** Sales professionals negotiate the value of the solution with the customer, emphasizing the long-term return on investment and the competitive advantage it provides.
6. **Close the Deal:** Once the solution is accepted, the sales professional finalizes the deal, ensuring all necessary documentation is completed.
7. **Deliver Value:** After the sale, it is essential for the sales professional and the organization to follow up, ensuring that the promised value is delivered effectively.
8. **Maintain Customer Relationship:** The Value Selling Strategies Model emphasizes the significance of maintaining long-term customer relationships by providing ongoing support, addressing concerns, and proactively suggesting further value-adding solutions.

The Benefits of Value Selling Strategies Model

Implementing the Value Selling Strategies Model offers numerous advantages for both sales professionals and organizations. Some key benefits include:

- **Increased Revenue:** By effectively demonstrating the value of their offerings, sales professionals can close deals faster, leading to increased revenue.
- **Improved Customer Satisfaction:** Through a customer-centric approach and tailored solutions, organizations can provide targeted solutions that meet customer needs, resulting in higher levels of satisfaction.
- **Enhanced Competitive Advantage:** The Value Selling Strategies Model differentiates organizations from their competitors by showcasing the unique value they bring to customers, thus gaining a competitive edge in the market.
- **Long-term Customer Relationships:** By delivering on promises and maintaining proactive communication, organizations can foster strong, long-lasting relationships with customers, leading to repeat business and referrals.
- **Higher Profit Margins:** By emphasizing the value provided rather than competing solely on price, organizations can command higher prices and improve profit margins.

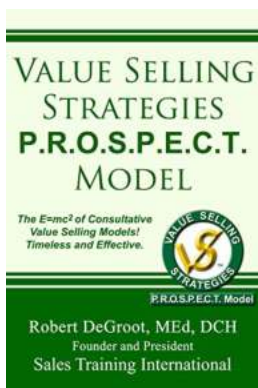
Challenges and Overcoming Obstacles

The implementation of the Value Selling Strategies Model can come with its fair share of challenges. Some common obstacles include:

- **Resistance to Change:** Shifting from traditional sales approaches to a customer-centric model may face resistance from sales teams who are comfortable with their existing methods. Proper training and communication are vital to address this challenge.

- **Complex Selling Environment:** In complex sales scenarios, where multiple decision-makers and stakeholders are involved, effectively demonstrating value to each individual can be a daunting task. However, by understanding the unique needs and priorities of each stakeholder, sales professionals can tailor their approach and articulate the value effectively.
- **Data Collection and Analysis:** Gathering and analyzing customer data to understand their needs and quantify the value provided requires a robust system and process. Organizations must invest in technology and tools that streamline this data-driven approach.

The Value Selling Strategies Model is a powerful approach that enables organizations to unlock success by aligning their offerings with customer needs and delivering significant value. By focusing on understanding customer pain points, quantifying value, and building long-term relationships, organizations can differentiate themselves in the market, drive revenue growth, and foster customer loyalty.



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This book is specifically designed for those who sell solutions to their customers' problems and do so in an intensely competitive market. For most sellers, "Consultative Value Selling" models provide the core selling skills needed to thrive in this type of environment.

The more intense the competition, the more sellers lean toward models that will enable them to understand their competitors in a different way and use that knowledge to win sales where others are stopped by preventable objections.

The Value Selling Strategies P.R.O.S.P.E.C.T. Model (VSS) is structured to establish each of the critical 10 Buyer Beliefs that when missing or weak, cause your objections. Sales professionals use this model every day to prevent objections from stopping or stalling their sales.

In the Value Selling Strategies (VSS) process, the actual selling is done during a strategically designed interview structured around major closing strategies.

It is designed to PREVENT most common sales stopping objectives. It does this by establishing each of the critical Buyer Beliefs, that when missing or weak, cause objections.

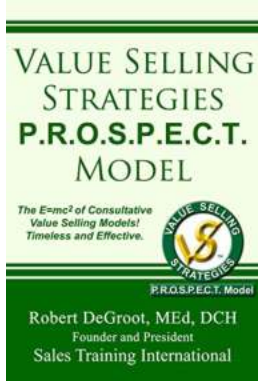
Selling VALUE gets easier with the right tools and an incredibly flexible structure to guide the process. The Value Selling Strategies P.R.O.S.P.E.C.T. Model™ (VSS) provides the latest knowledge, skills, and strategies to accomplish this goal.

- Use a sales interaction model guided by the psychological buying process
- Qualify and disqualify prospects based on the profile of your most profitable customers

- Guide the prospect to discover the value of your products and services
- Avoid common pitfalls of presenting solutions after discovering needs
- Move the pressure of time and priority from you to the prospect
- Prevent most common objections, especially price
- Identify your unique selling points in each sales situation
- Help the prospect set the product/service selection criteria (specifications) that include your Unique Selling Points
- Be forewarned about which objections you must neutralize
- Help the prospect rule-out and lock-out the competition for you
- Let the prospect make the “claims” for the benefits rather than you
- Rehearse the prospect to sell internally for you when you’re not around
- Create change-resistant attitudes favorable to your Unique Selling points
- Structure your sales interaction around major closing strategies
- Block the competition between calls with these three techniques
- Set the agenda action items and set up your next meeting to advance the sale
- Use the Customer Value Proposition to establish trust and rapport with those you didn’t meet during the sales interviewing process
- Present your product/service to the prospect’s selected criteria
- Structure your presentation around major closing strategies
- Use a personality-based closing strategy that works consistently with both ends of the decision-making continuum

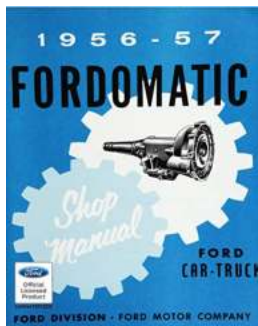
- Close more sales without discounting

Quick to learn, easy to use, and incredibly effective over the phone or in-person.



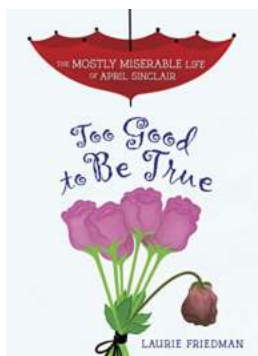
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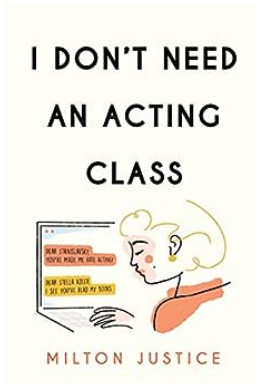
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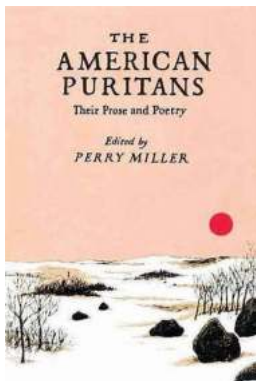
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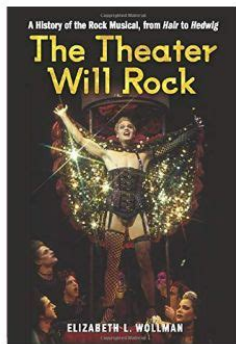
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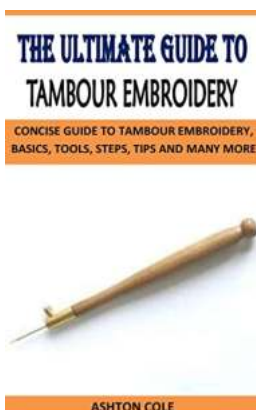
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