

The Essentials of Value Selling:

Tackling Today's **#1** Sales
Effectiveness Challenge

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Inflexion-Point



Today's #1 Sales Effectiveness Challenge...

Product Knowledge?

Sales Skills?

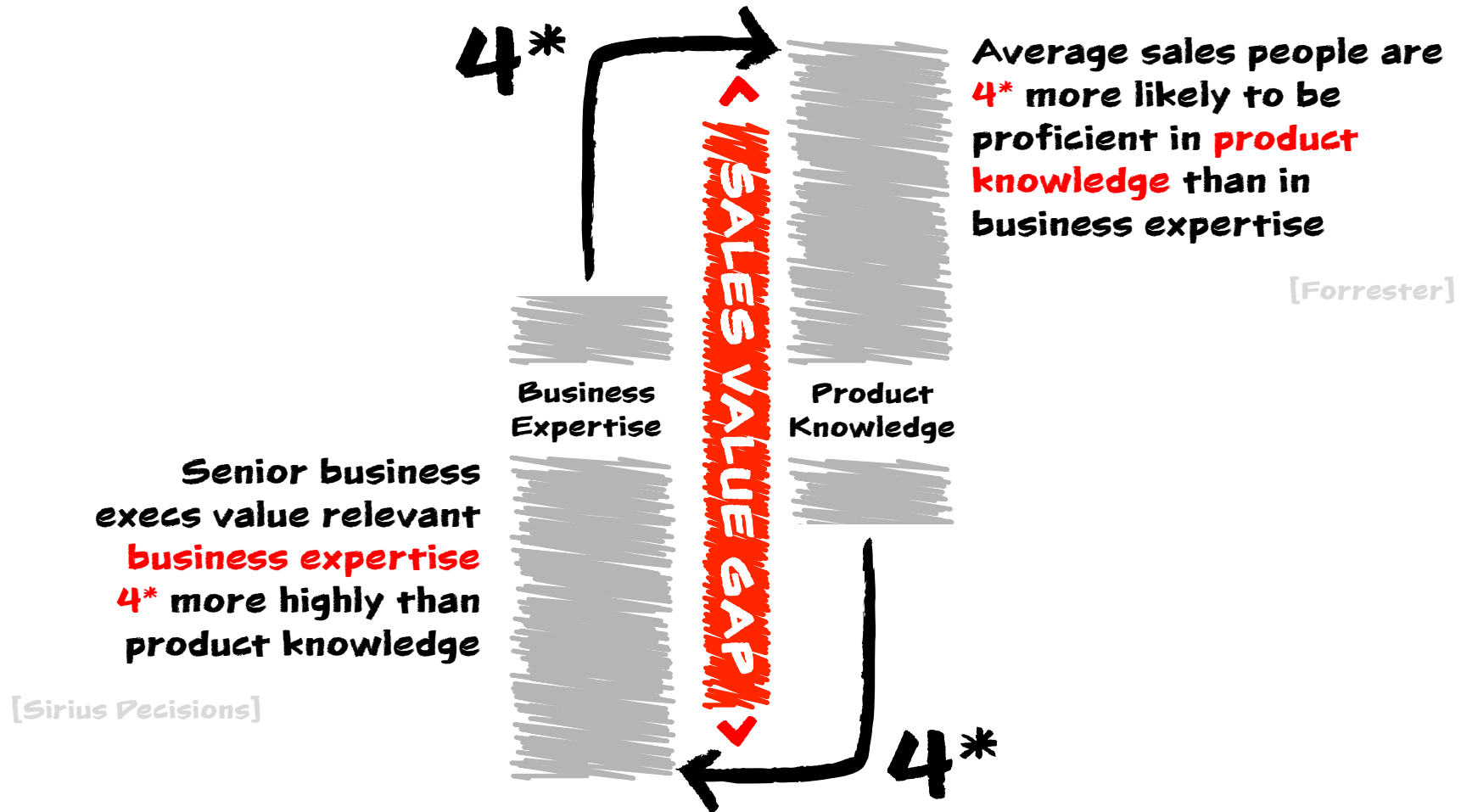
Not enough leads?

Today's **#1** Sales Effectiveness Challenge...

#1 "Our sales people's inability to make a clear connection between our product capabilities and our customer's business issues"

[Sirius Precisions survey of B2B sales leaders and CEOs]

Why sales people struggle to create value...



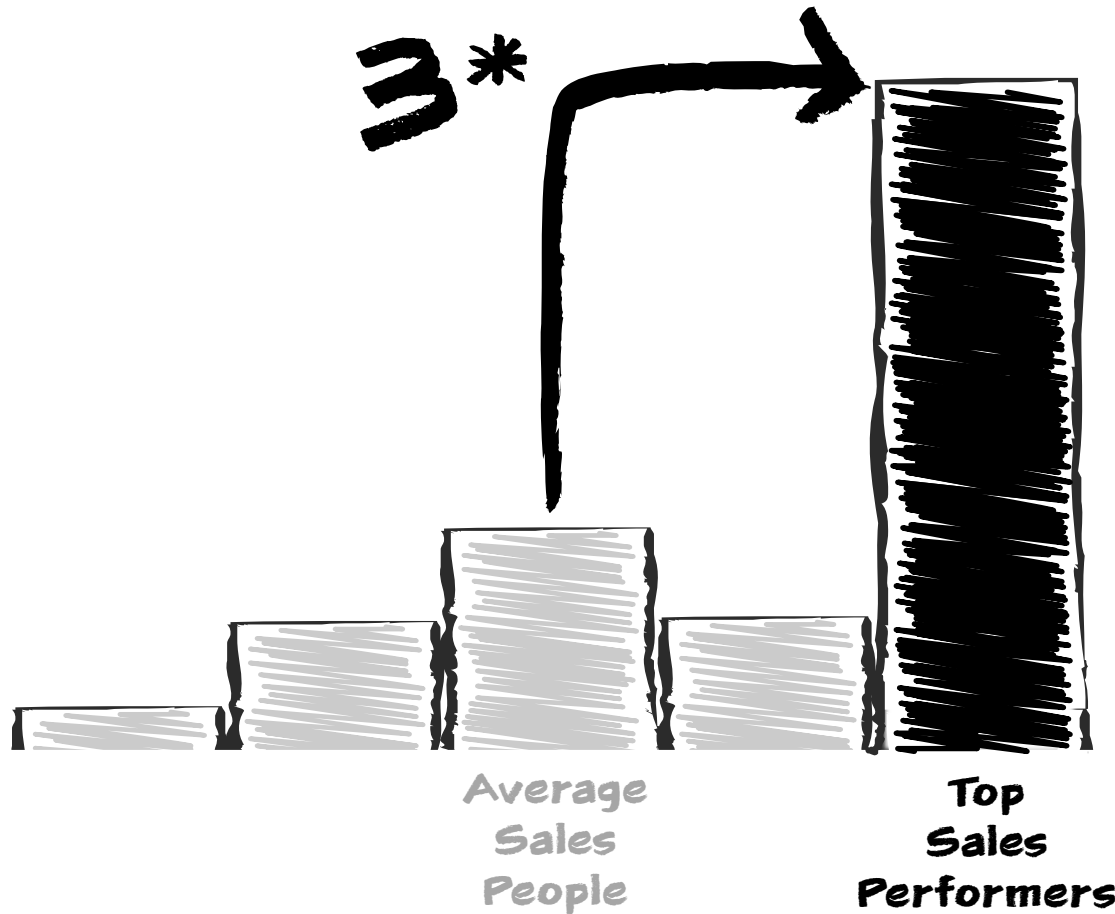
As if things weren't tough enough already...

43% more stakeholders are now involved in a typical buying decision than 3 years ago
[IPC]

Average sales cycles are now running **24%** longer than they did just 2 years ago
[Sirius Decisions]

60% of apparently well-qualified opportunities now end in a decision to "do nothing"
[Sales Benchmark Index]

The gap between the best and the rest...



In complex, high-value B2B sales, top performers are **3* more effective** than the average, but only represent

5-15%

of sales population

[CEB]

Mastering Value Selling:

**The proven remedy for today's
#1 sales effectiveness challenge**

What does Value Selling involve?

**Creating and capturing
relevant value for
everybody involved in
every customer interaction**

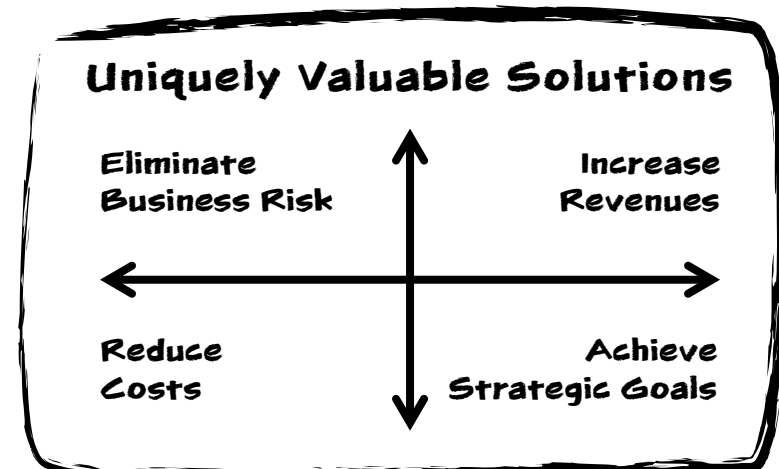
The Essentials of Value Selling: WHAT to Focus on...

High-IMPACT Issues



Their Most Critical Problems

High-PAYBACK Solutions



Your Most Valuable Solutions

+

The Essentials of Value Selling: WHO to Target...

Most Valuable Prospects

Ideal Customer Profile

- > Demographics:
Size, Sector, Location
- > Structural Characteristics
- > Behavioural Characteristics
- > Situational Characteristics

Which Organisations to Target?

Most Important Stakeholders

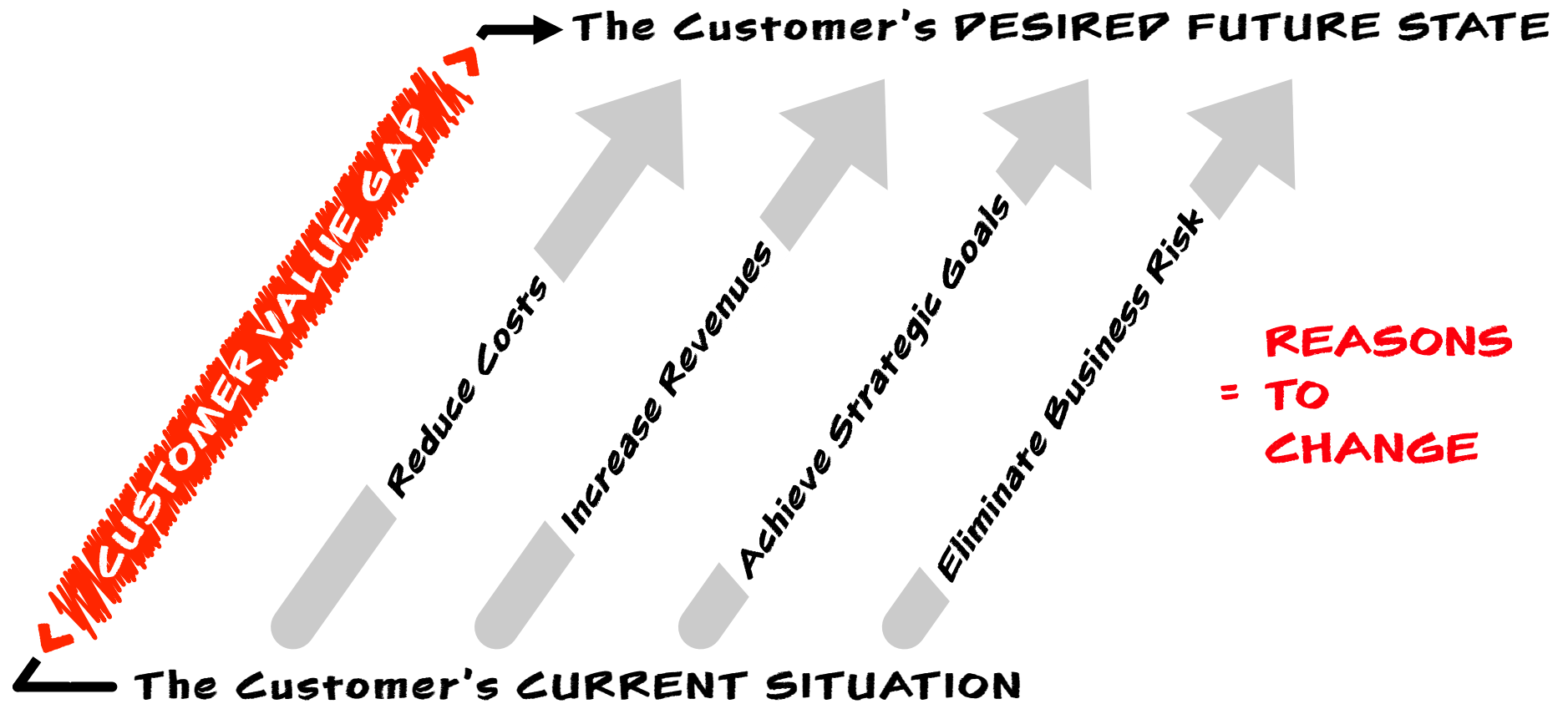
Key Stakeholder Profiles

- > Titles, Roles + Responsibilities
- > Departmental Priorities
- > Relationships with Colleagues
- > Issues, Concerns + Motivations
- > Key Sources of Influence

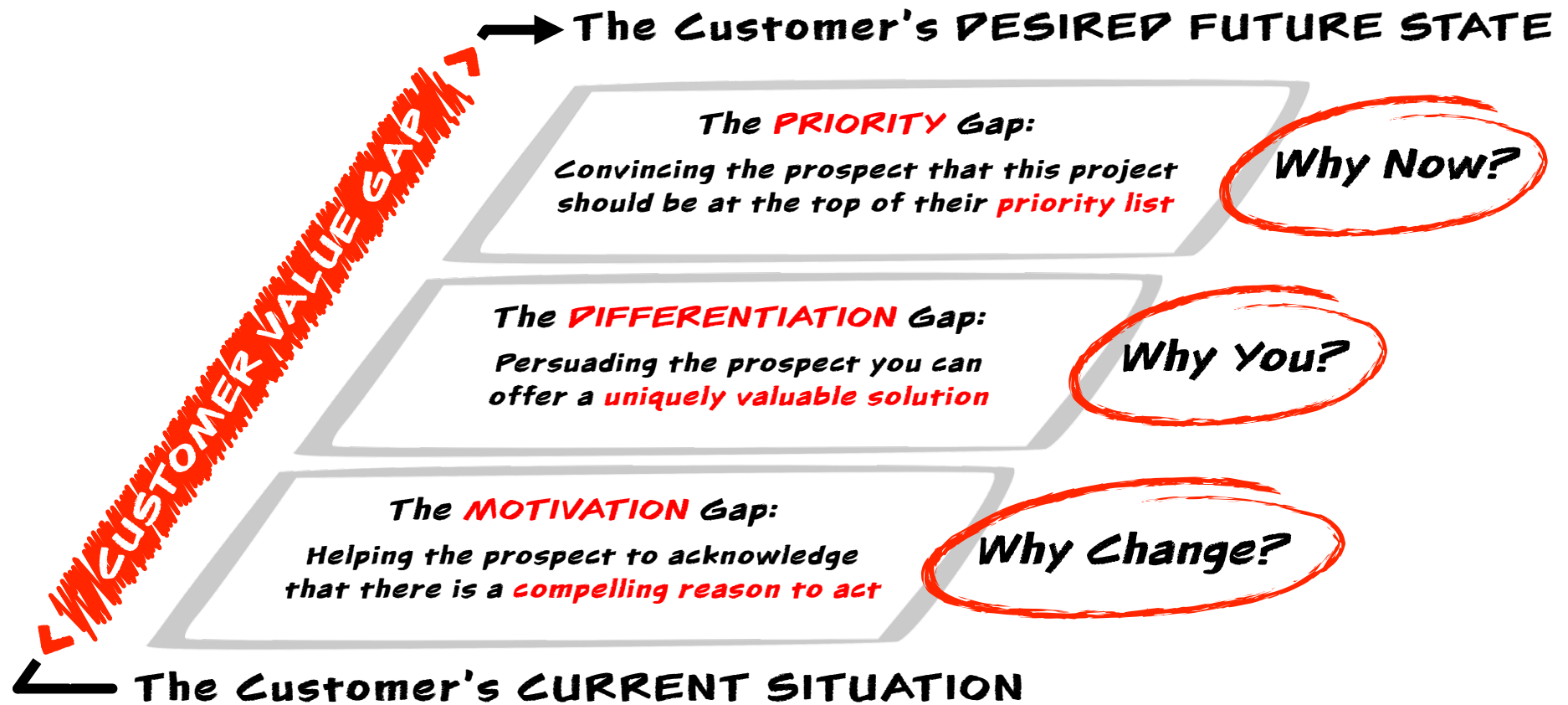
Which Roles to Target?

+

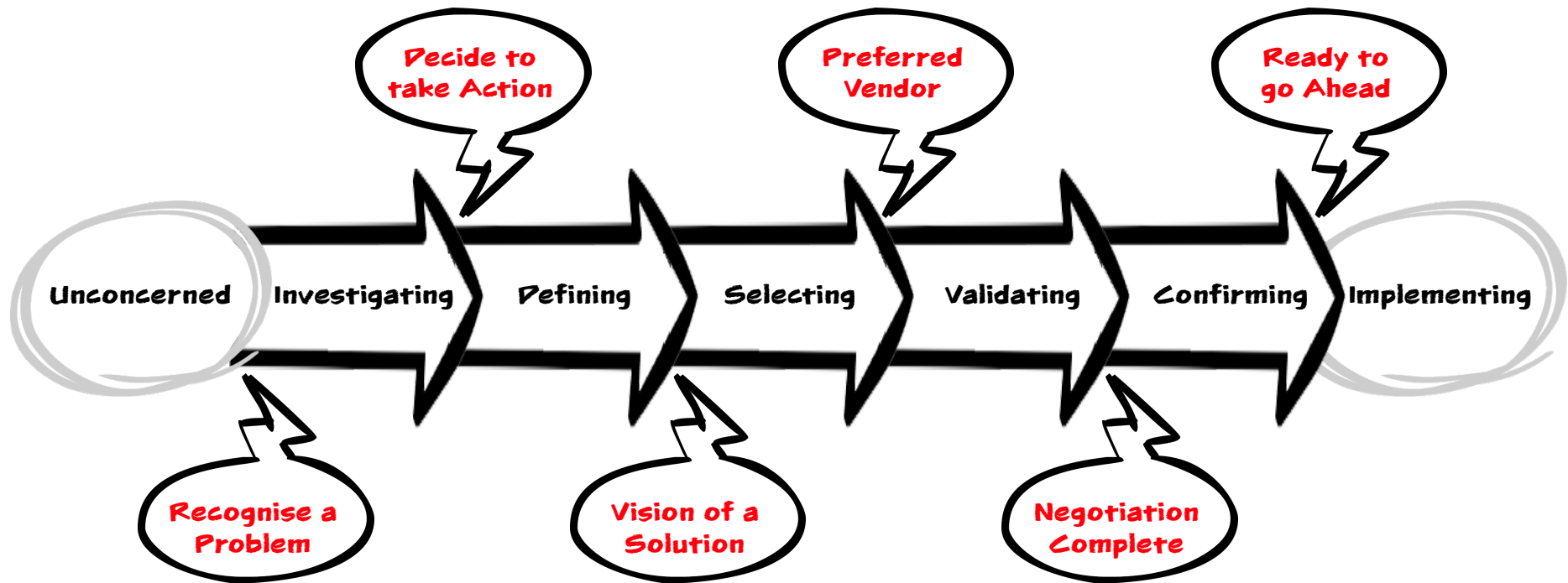
The Essentials of Value Selling: **Identifying** the Customer's Value Gap...



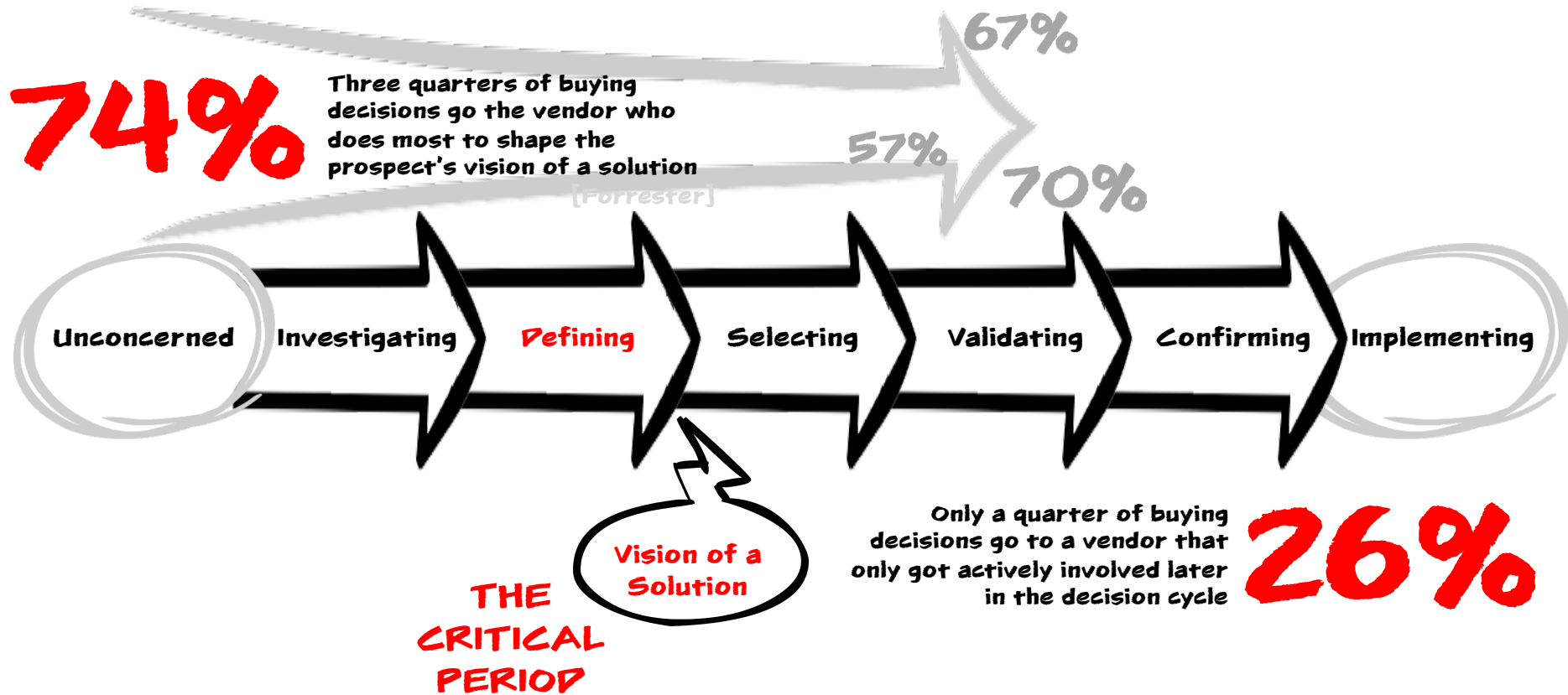
The Essentials of Value Selling: **Bridging** the Customer's Value Gap...



The Essentials of Value Selling: **Facilitating** the Prospects' Buying Journey...



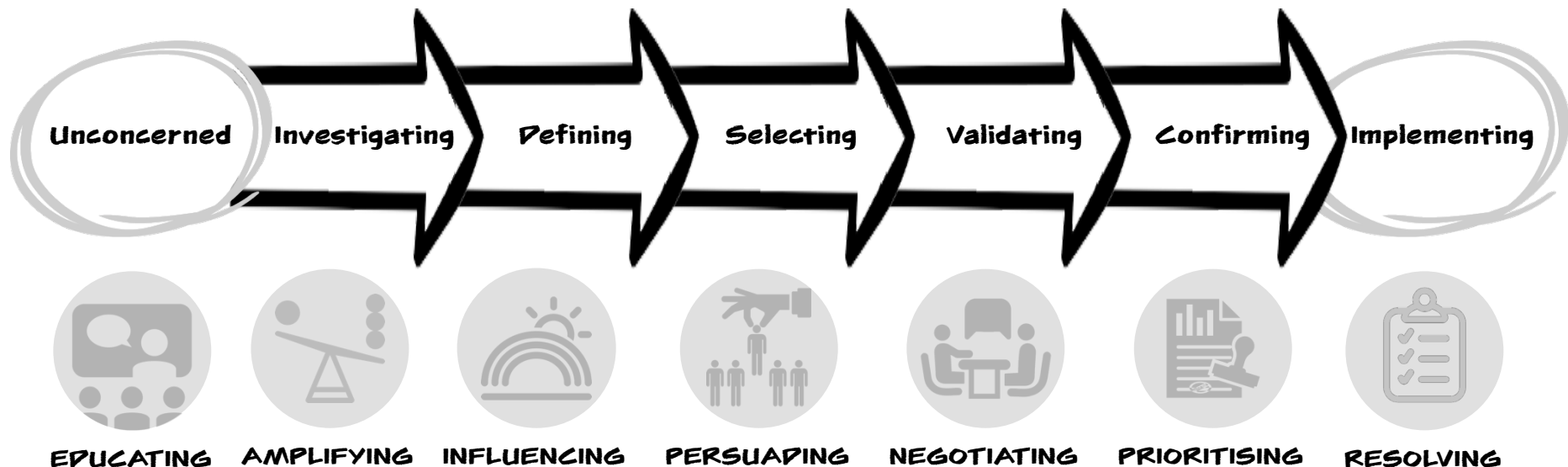
The Essentials of Value Selling: **Engaging** the Prospect Early...



The Essentials of Value Selling:

Creating + Capturing Value during every phase...

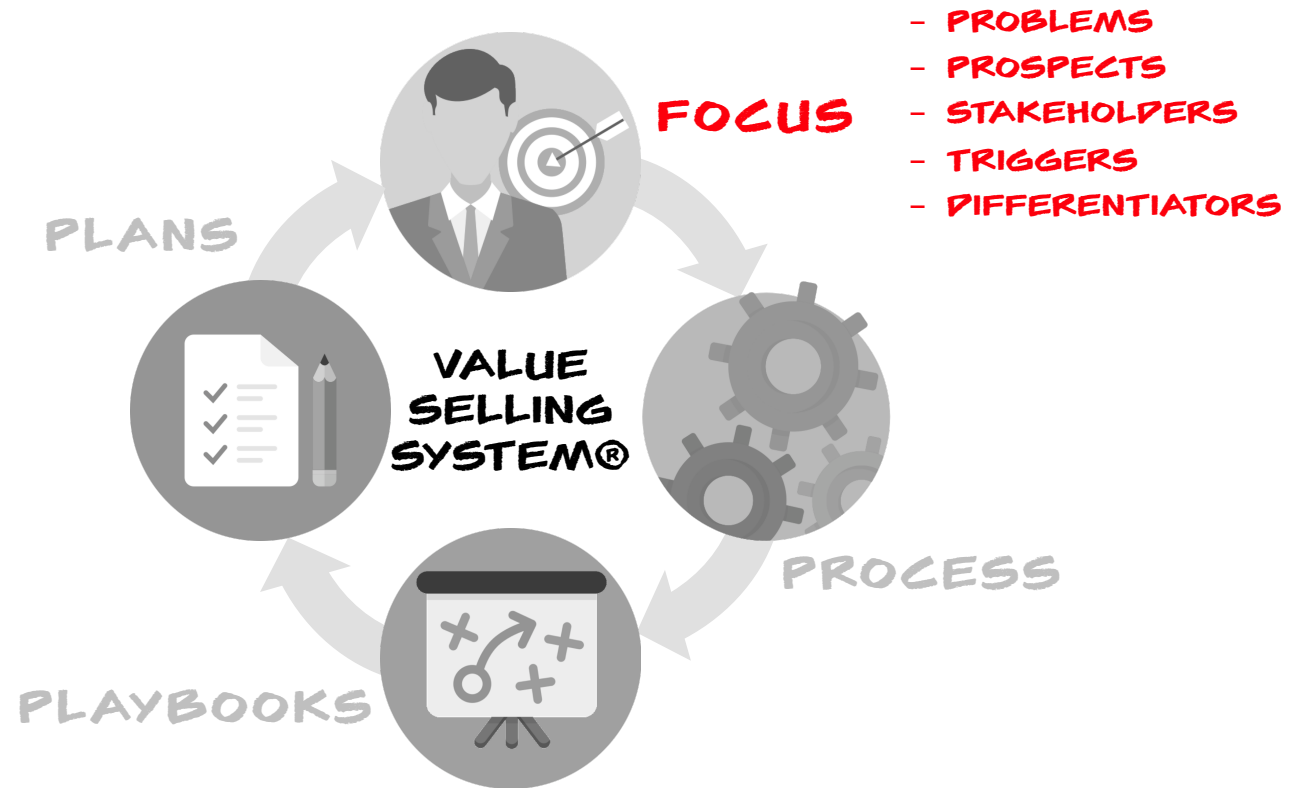
Guiding sales people in what they need to know and do in every customer interaction...



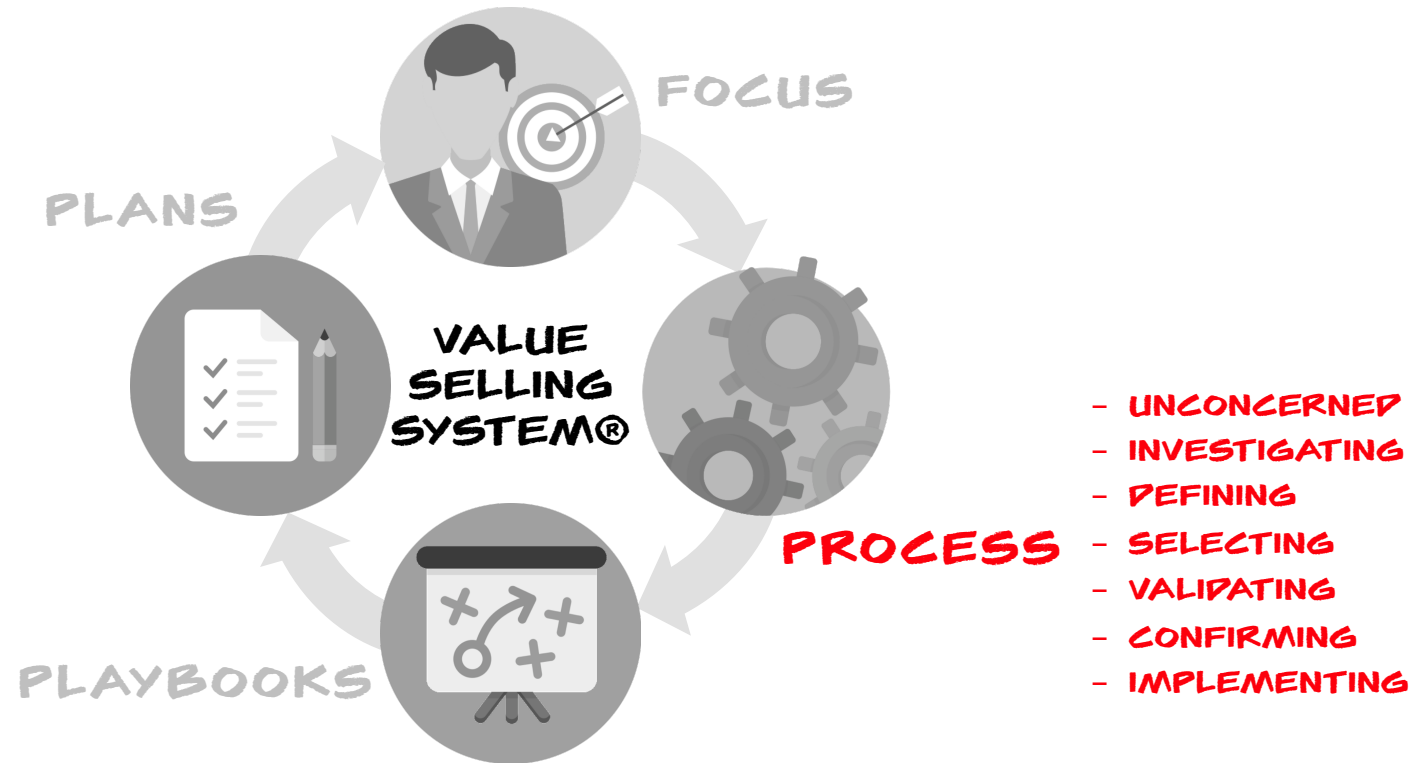
VALUE SELLING SYSTEM®



VALUE SELLING SYSTEM®: **FOCUS**



VALUE SELLING SYSTEM®: **PROCESS**



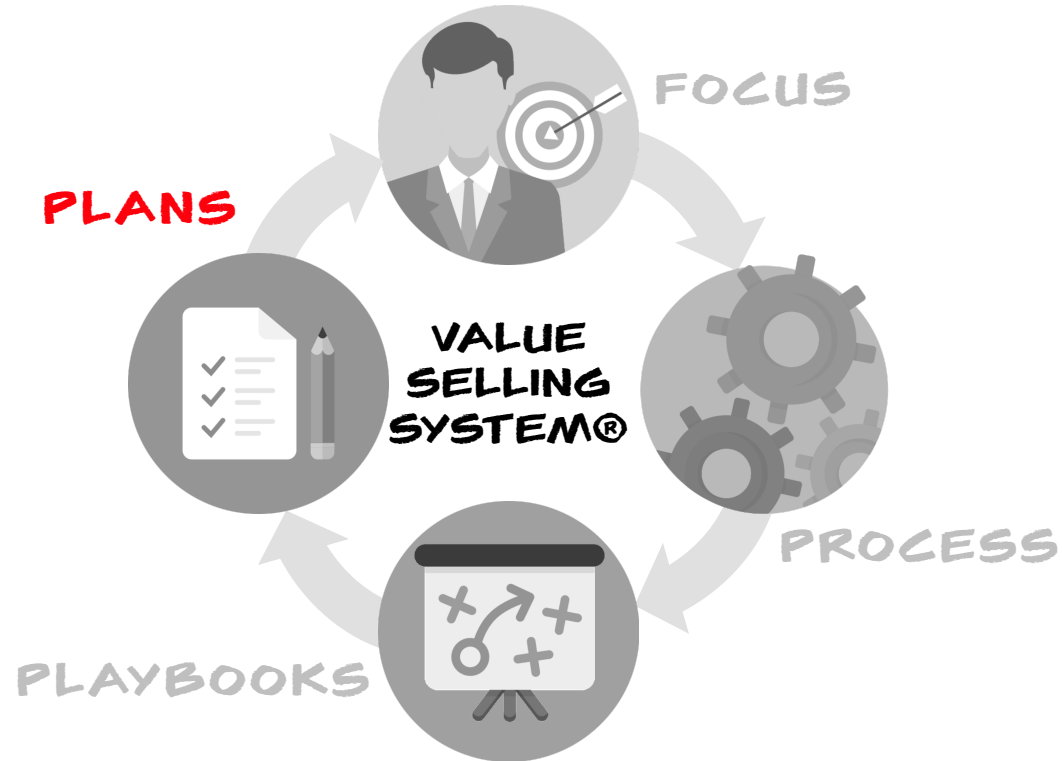
VALUE SELLING SYSTEM®: **PLAYBOOKS**



- PROSPECTING
- QUALIFYING
- JUSTIFYING
- DEMONSTRATING
- PROPOSING
- NEGOTIATING

VALUE SELLING SYSTEM®: PLANS

- TERRITORY
- ACCOUNT
- OPPORTUNITY
- MEETING



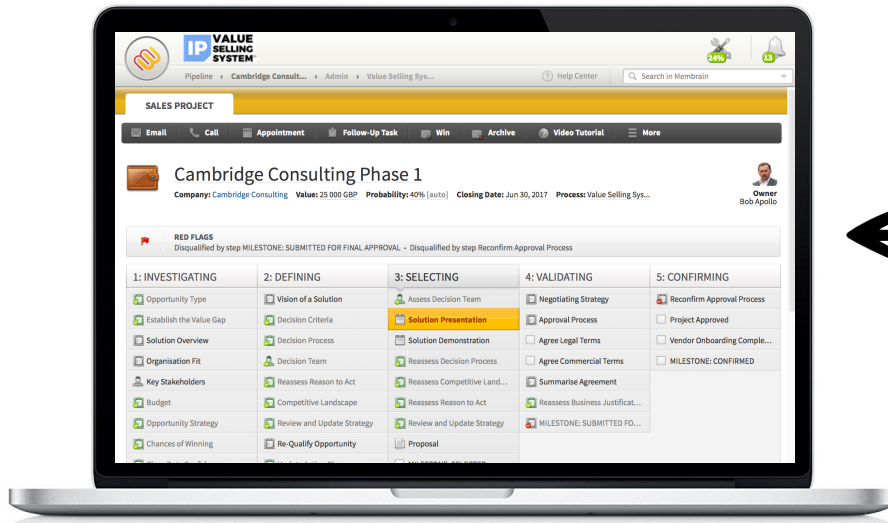
VALUE SELLING SYSTEM®



A systematic approach to driving predictable revenue growth...

Why have most CRM implementations failed to facilitate value selling?

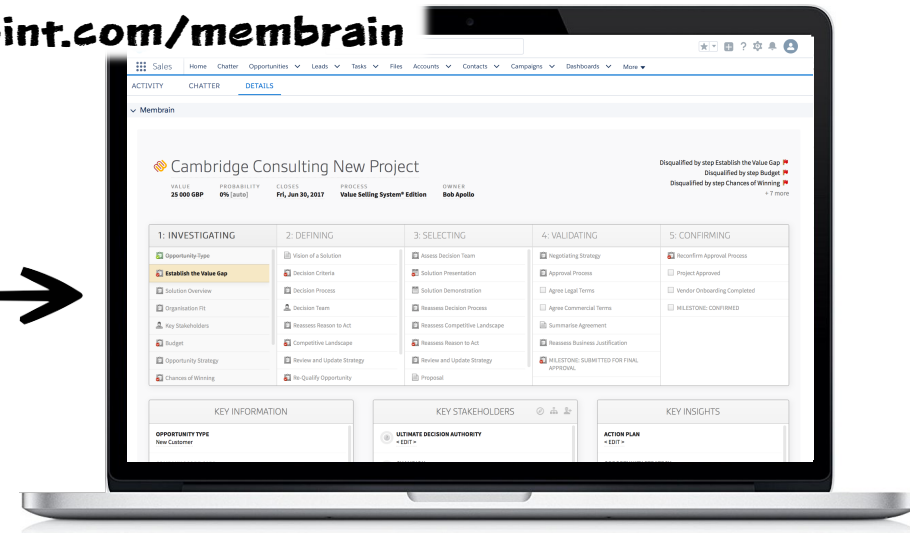


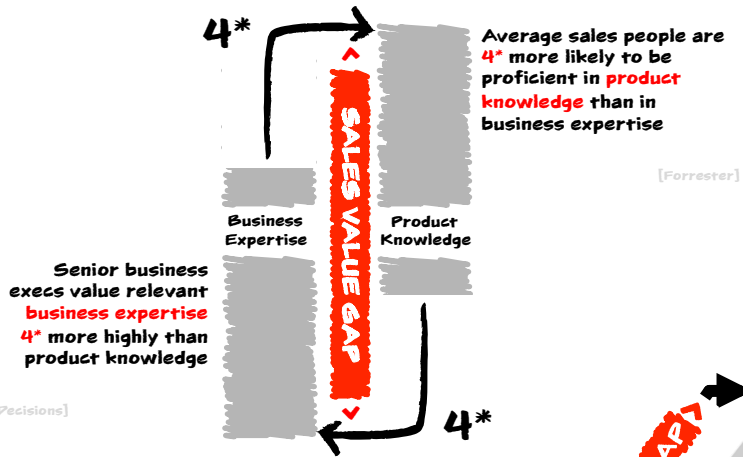


← **The Value Selling System® powered by Membrain**

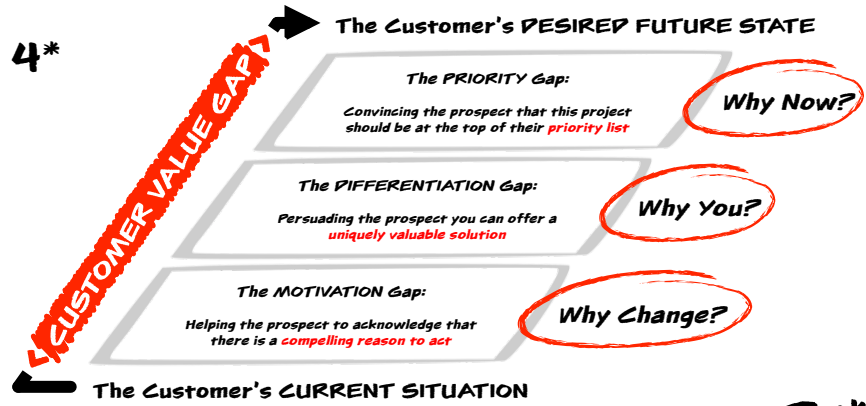
↑ **FIND OUT MORE AT www.inflexion-point.com/membrain**

Available as an all-in-one CRM or integrated into Salesforce...

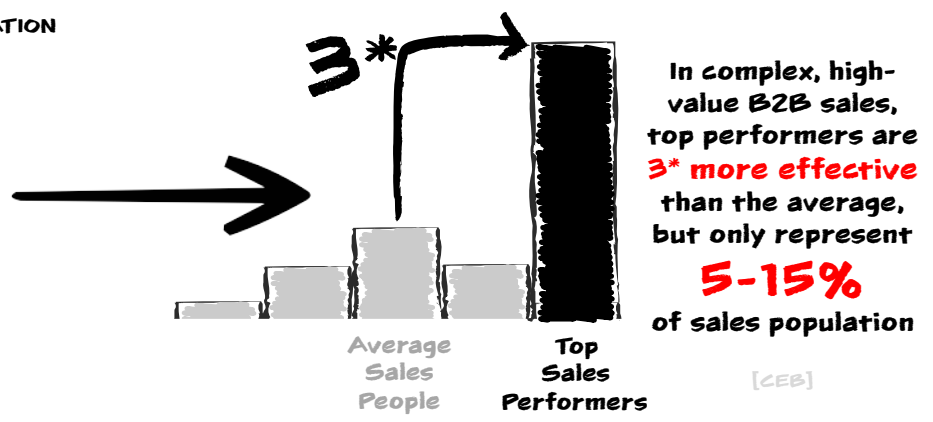




If we succeed in mastering these value gaps...



We will progressively eliminate this sales performance gap...



Shorten time-to-productivity for new hires...

20% reduction in
average sales cycle

More accurate sales forecasts...

24% increase in
average win rate

Fewer end-of-month/quarter surprises...

15% improvement in
average sales value

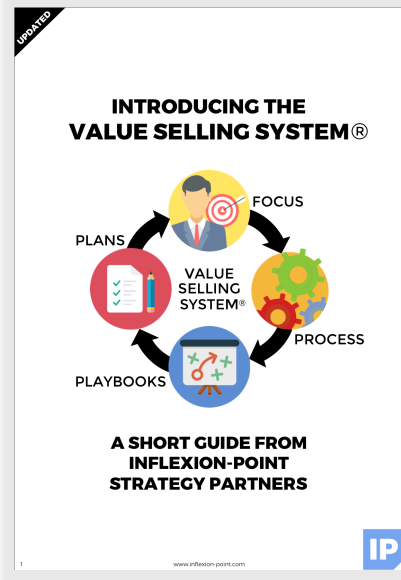
More sales people on quota more often...

[Sales Benchmark Index]

Find Out More...

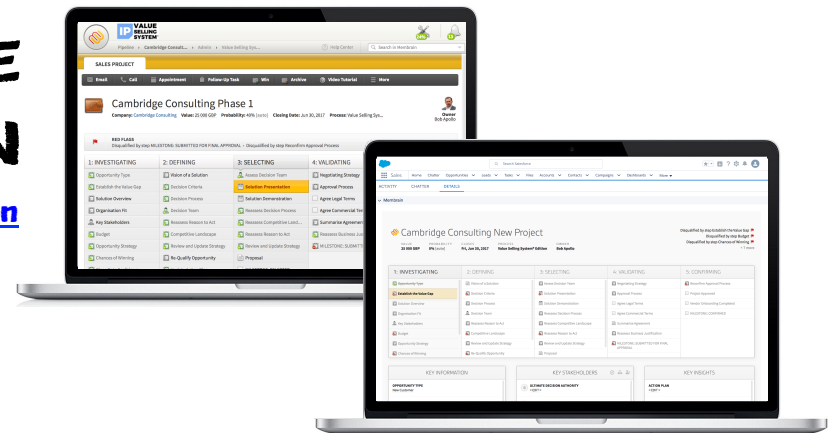
DOWNLOAD THE GUIDE

<http://www.inflexion-point.com/value-selling-guide>



REQUEST MORE INFORMATION

www.inflexion-point.com/membrain



The Essentials of Value Selling

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