



Mercuri International

# VALUE BASED SELLING



# PROGRAM OVERVIEW

Mercuri International

## WHY VALUE BASED SELLING?

A salesperson may struggle getting their message across and the customer may not perceive the value of the offer. In those challenging selling situations, a traditional sales approach is not enough.

### AUDIENCE

All sales professionals who want to learn a methodology to find new areas of value and how to deliver it to the customer.

### DURATION

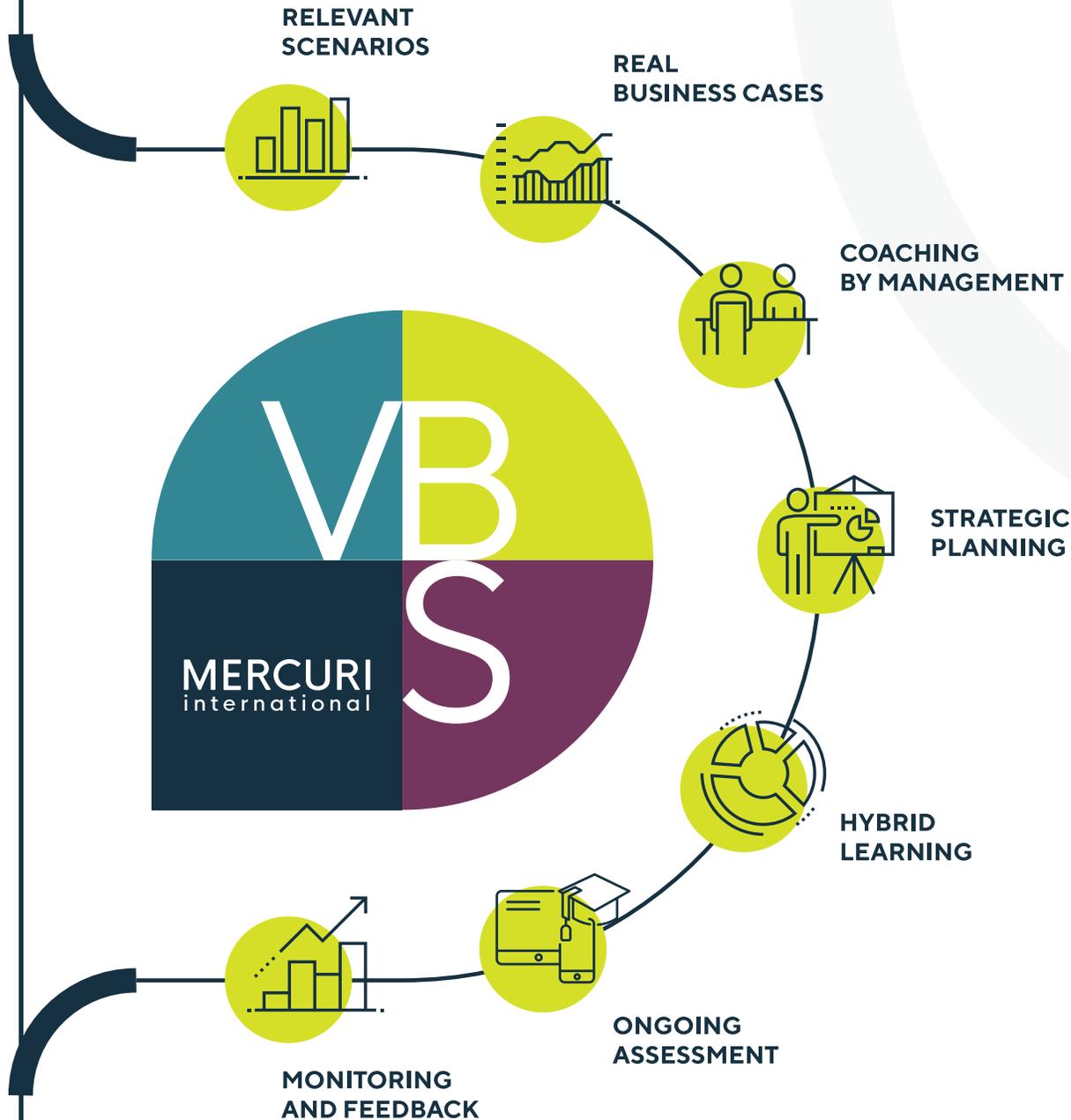
Digital content: **11 hours**

### DELIVERY FORMAT

Digital modules in combination with face-to-face or virtual classroom.

Interactive content, videos, exercises, questionnaires, downloadable documents and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.





### RELEVANT SCENARIOS

Trainers apply and conduct roleplays based on case studies, fictitious but relevant to the participants' specific business situation.

### REAL BUSINESS CASES

Learners use their own real cases to apply the method in their daily business life.

### COACHING BY MANAGEMENT

Managers are trained to coach their teams on applying VBS.

### STRATEGIC PLANNING

Content and activities are customized to address the business goals and challenges of your organization.

### HYBRID LEARNING

To address needs and learning styles of each learner, different formats such as face-to-face, virtual and digital, are applied in the most effective way to develop an ongoing learning experience.

### ONGOING ASSESSMENT

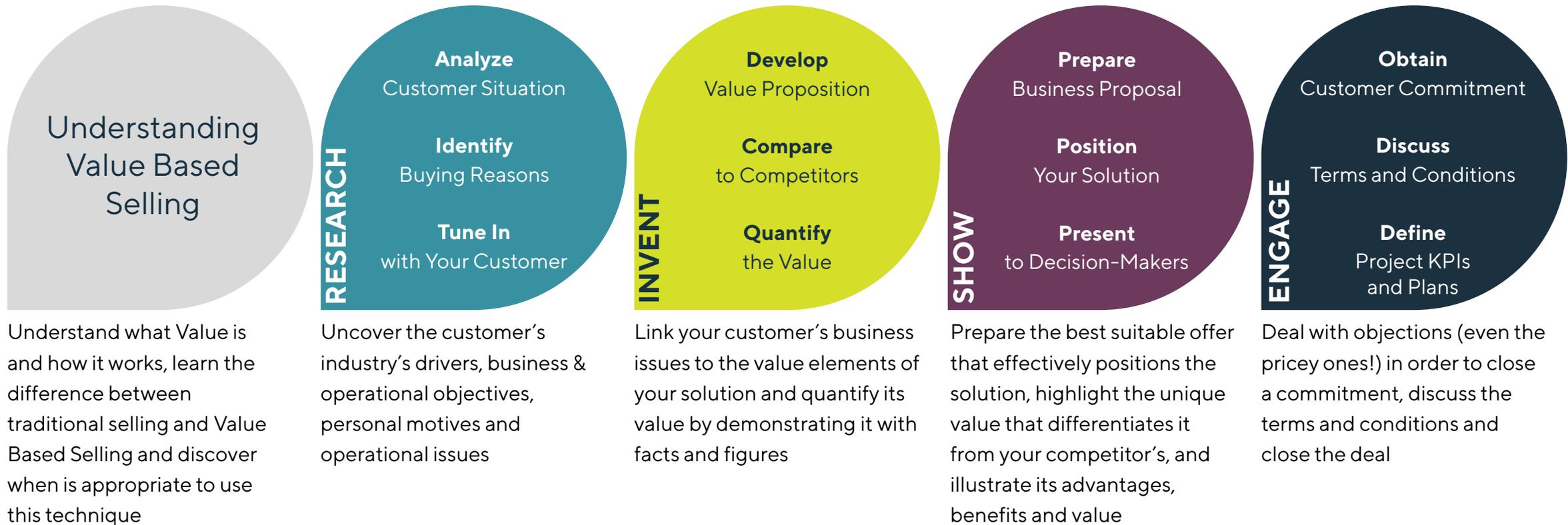
Learner's progress is constantly monitored, both in terms of improved skills and business results.

### MONITORING AND FEEDBACK

To measure the impact on your business performance.

# CONTENT DESCRIPTION

## The RISE Process



# CONTENT OVERVIEW

1

## UNDERSTANDING VALUE BASED SELLING

- The RISE Process
- Differentiated Selling
- Empathy Projection Test

2

## RESEARCH -PART 1

- The FOCA Technique
- Discovering your Clients Needs and Motivations

- Ensuring Cooperation: Understanding your Key Stakeholders
- Contact Alignment

3

## RESEARCH - PART 2

- Understanding your Customer's Needs
- Asking Questions
- Need Discovery

4

## INVENT YOUR VALUE PROPOSITION

- The Power of Value
- Getting to Know the Different Levels of Communication
- The Value Chain and Competitive Advantage

5

## SHOW YOUR VALUE PROPOSITION

- The Value Story
- Using Storytelling to Engage your Audience
- Argumentation

6

## ENGAGE YOUR CUSTOMERS

- How do you Deal with your Customer's Objections?
- Dealing with Clients' Objections
- How to Be Assertive in Difficult Situations
- Handling Objections

7

## RECAP AND PRACTICE

- Handbook
- Takeaways

8

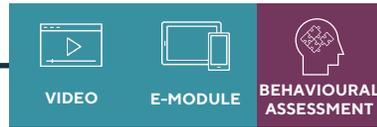
## ANALYZING OPPORTUNITIES AND CASE PREPARATION

- Opportunity Plan

# LEARNING PATH



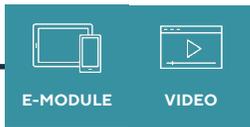
**WELCOME**



**INTRODUCTION**



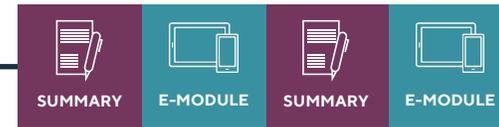
**RESEARCH - PART 1**



**SHOW**



**INVENT**



**RESEARCH - PART 2**



**ENGAGE**



**PATH  
CERTIFICATION**



Including face-to-face or virtual sessions along the path



Mercuri International

GROW YOUR PEOPLE,  
GROW YOUR BUSINESS

