

**Todd C Snelgrove**  
**The Experts in Value**  
**Consultant and Speaker**



Companies that take a value based approach are **36% more profitable than the industry average**. If you are looking to help take your innovative, quality-focused Product and Services Company to the next level, when it comes to commercial skills, consider hiring me.

If you need to find ways to communicate and get paid for the value you create, that's what I do. Sales, Marketing, Pricing, Key Account and Executive Management need to be given the tools, techniques and motivation to go out and present your value to the economic buyer (Chief Procurement Officer) along with the technical buyer in a way that they are able and willing to pay for your value delivered. My hands-on experience, in a global environment, differentiating and helping companies get paid for value excites, motivates and empowers the sales team to hit the road with new tools and messages to engage buyers that only want to talk about lowest unit price.

The attached Bio has references from some of the best experts in the business, along with experience of doing Key Notes and Workshops for companies from diverse industries such **Industrial** - Gates, ABB Marine, Thomas and Betts, Fenner Dunlop, Syntron, Tetra Pak, manroland, AES Sealing, International Paper, Columbus McKinnon, Hiab, Fortum **Fintech** – Rabobank, Telenor Mobile, Ericsson, TEO Communications **Medical** – Bayer, Varian, Abbott **Associations** - Power Transmission Distributor, Canadian Office Products, Strategic Account Management Association and numerous others.

**Keynote Speeches** at Global Sales / Marketing Meetings, Distributor Conferences, and Executive Management events – focused on “How to get paid for value created when the power of the economic buyer has increased versus the technical buyer”. Takeaways – Motivate sales teams that value can be sold, giving tools, references and techniques how to reframe your value with the economic buyer so they are willing and able to pay for it.

**Workshops** – In conjunction with Keynote or separate. Work through what are the value drivers throughout the lifecycle of your product and service you impact, how would that value be calculated (ranges, places to find the data), how would you present it, different payment pricing models to enable customers to pay for it – outcome / value based, service based etc. Focused for Sales, Pricing, Key Accounts, Sales, Marketing, Executives.

**Sales Coach on Demand** - With the rise in power of the strategic procurement teams, and the consensus buying approach (6.7 decision makers) is your team prepared for your one opportunity to frame the discussion around your value elements? You have one chance every 3 or 5 years to explain why you deserve the contract. Roll playing with outsiders that act as the economic and technical buyer, allows your team to be prepared and have higher success rates when they do pitch. As with anything, you become better and more convincing the more practice you have with handling possible objections. Get a fresh process to prepare for those large bids so you can get the business you deserve. Would your Sales, Pricing, Key Account, and Management Teams like to have access “on demand” to an outside expert to run ideas buy, ask what would you do in this situation?

**Consulting** - Workshops and deliverables include: Quantifying the value of different solutions, building or selecting a tool to quantify value, MarComm updated to include, Value, TCO, and “Challenger Messaging”, presentation development and roll play, customized training for sales, key accounts development and strategy, channel selection and management, marketing, outcome based and contracting, pricing / business models with support docs for product or service business agreements, and Servitization offering creation, sales, pricing, go to market strategy etc.

**Board Member** – Available to sit on company boards



**Helping Companies Demonstrate, Equip, and Motivate the Sales, Marketing, and Pricing Teams to explain the value of your product or service solutions so that the Buyer is willing and able to pay for that value**

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