



Defining Your Sales Value Workshop



You know why your company is great, but do your potential customers? Let me help you create a focused Sales Value Proposition that will help you stand out and attract more customers.



Busy prospects don't care about what you're selling. They only care about what it does for them.

If you can't articulate your value in a clear and compelling manner, your prospects will tune you out in a second. That's why a value proposition is so important today. It's a clear statement about the results you provide and the business value you deliver.

Together, throughout two facilitated sessions, we will define a clear statement of the value you deliver and why it's important to your customer.

Session 1

Defining Your Value

- Your current value proposition(s)
- Your company's challenges(s)
- Your company's solution(s)
- Your company's customer(s)

Session 2

Creating Your Value Proposition

- The building of your value proposition
- How to apply your unique value proposition

By focusing on the tangible results a customer will get from your products or services, you can grab attention and break through the noise. By the end of this exercise, we'll have defined a **clear statement of the value you deliver**, and why that's important to your customer.

Get Started Today!

