

Building the Foundation for Value Selling

Value selling is a powerful strategy to increase close rates, reduce discount and overcome no decision. A recent IDC study demonstrated that, prospects demand financial justification more than any other sales deliverable. With this in mind, ROI4Sales developed the *Value Inventory Workshop* to guide companies in establishing their core go-to-market value propositions for a given product or solution based on buyer priority and competitive advantage. The key deliverable is the **Value Inventory Matrix** (see sample excerpt below).

Persona	Why Buy	Business Issue	Desired Outcome	Level of Importance	Solution	Competitive Analysis	Reduce, Avoid, Increase	Value Metric	C-Suite Metric
CFO	We need to reduce the time it takes to capture and generate key financial metrics for the business	because it takes too long to get the information we need	therefore I want to reduce the time it takes to gather information to produce the key financial metrics	1	Business Intelligence	2	Reduce cost,	Human Capital	Earnings, Operating Cost, Profit
CFO	I need to be able to predict revenue	because if we don't (and miss) our shareholder value drops	therefore I want to maintain or increase my shareholder stock price (Mitigate the risk of missing from lack of information)	2	Demand, Project Management, Financial	1	Increase revenue	Shareholder value	Earnings, Profit, EBITDA
VP Finance	I need to understand my true margins	because it effects our profitability	therefore I want access to better (more, accurate, etc.) information on costs and revenues	2	Financial	2	Increase revenue / Reduce cost	Added new revenue, Reduction in labor costs	Earnings, Operating Cost, Profit, Sales/emp, payroll as % of sales, EBITDA

Who should attend? A benefit of the workshop is alignment amongst solution stakeholders. Typical attendees include sales, marketing, product specialists and line of business executives.

What is covered in the workshop? The workshop has two comprehensive sections:

- The first is customer-facing regarding buying drivers; and
- The second is company-facing regarding the targeted product or solution.

Initially, all of the reasons that various buyer personas buy similar solutions are detailed (typically 30-40 items). The list is further developed to look at associated business issues, desired outcomes and importance.

In the second section, company capabilities are considered for each “why buy” line item, considering competitive advantage, the value category and the value metric.

How long is the workshop? The workshop is typically one day and structured with several breaks to ensure focused participation.

What is the purpose of the Value Inventory Matrix? The value matrix is prioritized by buyer importance and competitive advantage and becomes the foundation for developing a comprehensive value selling strategy including sales tools such as:

- Value messaging slides
- White papers
- ROI calculators
- Field support
- Training

“The workshop proved more beneficial than imagined because we learned a completely new way to talk about our software. Best sales and marketing investment I’ve ever made!”

- Harry Dean Billips, Vice President of Sales and Marketing

Improving the way technology is valued, priced and sold