

VALUE FIRST

COURSE OBJECTIVES

- Ditch the pitch
- Take price out of the equation
- Get the customer to ask you when you can deliver

EXAMPLE ON VALUE

- John from John Consulting Group came to me and said
- "I have a new closing method..."
- We beat our customers over the head with a value stick until they close us
- We don't have brochures and the whole sales meeting is about how we would deliver massive benefits to them
- We give the client a full strategic map of how they would profit if we were hired
- They would buy because they would believe we are capable of implementing the plan we have offered..."

WHAT'S YOUR VALUE



- What maybe valuable to you might not be valuable to your customer
- Take a moment and list the things your customer get as a result of doing business with you
- If you cannot come up with any then you are in trouble

ELEMENT 1

INTRODUCTION

THE CUSTOMER PERCEPTION

- Their perception is your reality
- It is all that matters
- It is not about how YOU perceive your value... It is about them!

ASK YOURSELF THE FOLLOWING QUESTIONS

- Do I have to buy something to get the value offered?
- Is there a pitch at the end of the free valuable information?
- Am I required to do something in exchange for the value?
- AM I stating value in terms of me, my company or my product?



If any is answered in the affirmative, then your value is perceived...

NEGATIVE

VALUE PROPOSITION IS NOT

WHO YOU ARE AND WHAT YOUR BENEFITS ARE...

VALUE PROPOSITION IS

HOW WOULD THE CUSTOMER WINS...

Value must be expressed in terms of THEM

WHY VALUE IS IMPORTANT?

1. It differentiates you from the competition
2. It gives the customer understandable reason to purchase
3. It gives the customer a peace of mind to move forward / lower the risk



VALUE IS IMPORTANT TO AN EXISTING CUSTOMER

1. Builds REAL relationships
2. Makes reorder automatic
3. Eliminates competition and reduces churn



ELEMENT RECAP

- Value differentiates you from the competition
- Put value in terms of how the customer wins or profits
- Value creates peace of mind and trust

ELEMENT 2
RELATIONSHIP SELLING

ROCK, PAPER, SCISSORS OF SELLING

- Relationship is more powerful than price
- Relationship is more powerful than delivery
- Relationship is more powerful than quality
- Relationship is more powerful than service



WHY RELATIONSHIPS ARE IMPORTANT?

- The quality of your relationships will determine the outcome of events when there is a problem or issue with price, delivery, quality or service
- A great relationship will act as a buffer
- The single biggest factor in determining re-orders
- "...I have not found anything more powerful to drive the sale." - Jim Cathcart

CATHCART OBSERVATIONS

- **When the relationship is right, the details are negotiable.** When tension is high, the relationship is wrong, then the details become obstacles.
- **When there is not much difference between your product and your competitors,** there had better be a big difference in the way you deal with people.
- **In selling and service as in medicine,** prescription before diagnosis is malpractice!
- **We judge ourselves by our intentions,** but others judge us by our actions.
- **Motivation is like bathing.** It may not last, but it's still a good idea now and then

CATHCART OBSERVATIONS

- **A professional is no longer determined by the business he or she is in,** but rather by the way that person does business.
- **Observe The Platinum Rule:** Do unto others as they would have you do unto them.
- **If you want to improve your circumstances,** begin by improving yourself.
- **It is impossible to avoid leading by example.** Somebody is always watching you.
- **Maturity is being able to get yourself to do what needs to be done** when it needs to be done whether you feel like it or not, and still doing it well.

CATHCART OBSERVATIONS

- **People will teach you how to deal with them,** if you'll pay attention to the (spoken and unspoken) messages they are sending.
- **One sincere gesture can do more for your business than thousands of dollars worth of advertising.**
- **It's not just whether you sell the right item that counts.** It's whether the customer realizes, feels, and believes that it was right for them.
- **The best way to get what you want is by helping others get what they want.**
- **People don't care what you know** – until they know that you care.
- **There are no traffic jams in the extra mile.** Go there if you want to get anywhere.

RELATIONSHIPS...

...are hard to develop, take time to mature, and must be nurtured along the way.

BUT once achieved, are the most powerful force in the business world.

ELEMENT RECAP

- Provide value that goes beyond price
- Establish yourself as part of the value
- Personal relationships and trust carry immense value
- What unique value do you provide?

ELEMENT 3

WHAT IS A VALUE PROPOSITION

THE TRUTH

- All sales people have a product to sell
- All sales people have competitors
- All customers have a need to buy
- But who they are going to buy from
- Their decision is going to be based on PERCEIVED VALUE and...
- YOU

PERCEIVED VALUE

- Is a salesman ability to convey his / her value to the prospect or customer
- Every salesman on the planet needs value proposition in order to convey value
- So again what is a value proposition?

THE 6 STRATEGIC PARTS OF VALUE PROPOSITION

1. Value your company provides to others
2. Value your product or service provides
3. Value that the salesperson provides
4. Value in short-term incentive
5. Value that helps prospects profit / benefit
6. Value AFTER the sale

1. THE VALUE THAT YOUR COMPANAY PROVIDES

- What your company stands for
- How they partner
- How they produce
- How they serve
- A chance to talk about capability and loyalty

2. THE VALUE THAT YOUR PRODUCT PROVIDES

- The technique of similar situation
- How your product performed successfully in other environments
- Not testimonials at this stage
- Tell stories of successful users

3. THE VALUE THAT YOU PROVIDE

- The first that is made is YOU
- If YOU bring no value to the table then your price will dominate the discussion and the outcome
- Your value as things like:
 - Industry knowledge
 - Product knowledge
 - Customer knowledge
 - Desire to serve
 - Timeliness
 - Overall understanding of how your customer can utilise your product to their benefit

3. THE VALUE THAT YOU PROVIDE

- You have to go beyond salesman to be their:
 - Consultant
 - Trusted advisor
 - Business friend
 - Resource
- By combining these elements you covered the most important business position possible

4. VALUE IN A SHORT TERM INCENTIVE

- Everyone wants to feel like they got a deal
- Examples: 6 months of free service, a kit of supplies, rebate, added piece of equipment at a reduced cost
- This creates a sense of buyer urgency
- Something that enhances your offer on a one-time-basis
- To get the customer to buy NOW...
- But there is a danger...
- The customer would want it again

5. VALUE THAT HELPS PROSPECTS PROFIT/BENEFIT

- The most important of all elements, and
- Almost never used by the salesperson
- In most cases, it is the only thing your customer is interested in, and
- What's in it for them
- In all cases, it is what will create the greatest engagement
- But you have to be able to verbalize it right

OLD CLICHÉ IN SALES

“They don’t care how much **YOU KNOW**,
until they know how much **YOU CARE**”

WELL THIS IS WRONG!

IT SHOULD READ

“They don’t care how much **YOU KNOW**,
Unless they know where the
PRODUCTIVITY is, the **BENEFIT** is, the **RISK**
REDUCTION is, and the **PROFIT** is...”

ACTION STEP



- Take a moment and write down the ways that your customers produce benefits or profits from your product / service
- Make certain these value points are benefit points
- 10 bullet points will do
- Add it to your proposal or sales presentation
- State these values in terms of the customer... Not “we do this” but **YOU, YOU, YOU**

TRUTH

THE MORE YOU START OUT WITH VALUE, THE EASIER IT IS TO WIN MORE SALES **AT A HIGHER PRICE!**

6. VALUE AFTER THE SALE

- What happens when your customer takes your product / service home?
- By continuing to provide value after the sales, you are letting your customer know that this is a RELATIONSHIP and not a transaction
- Continuous value = service + help + updates + availability

BONUS

- If you use the value proposition properly can eliminate competition
- It can make you the ONLY CHOICE
- So when your customer comes to you asking about a competitor, you can say: "ah they are great... if you want second best... or if you want price. But if you want benefits / profit, then we are the only one to pick"
- You can also say "ask them what their value proposition is"

ELEMENT RECAP

- Explain profit, productivity, morale & loyalty
- Similar situation: have an amazing story of your product in action
- Deep value is all about going WAY beyond expectations
- Proving value isn't for a one time sale, it's a relationship

ELEMENT 4

THE VALUE OF AN IDEA

THINK ABOUT THIS

- When you are in a sales presentation you know everything about you and you are prepared to close...
- But what makes you different from the competition?
- Imagine your IDEAS are the unique values no one can provide...
- Solutions that the customer wasn't thinking about
- Ideas that makes you a respected hero rather than a salesperson

IDEAS

CAN YOU PROVIDE SOME EXAMPLES?

WHERE DO IDEAS COME FROM?

- Paying attention
- The power of observation
- Asking good questions
- Listening with the intent to understand
- The science of creativity
- Reading books about the subject
- Collecting your study and crafting ideas in favor of the customer

TWO BOOKS ON CREATIVITY



IDEAS ALSO COME FROM

- Random acts of kindness
- It's a giving philosophy
- Continue to try, test, and measure and eventually a good idea will have to happen
- Every idea is a stepping stone to get to the great idea
- How many ideas will you be willing to try?
- That number will set you apart from the competition...

ACTION STEP



- Take a moment and write down 2 ideas
- Discuss at your table
- Accept feedback and adjust

ELEMENT RECAP

- Provide the customer value through ideas
- Create something unique and memorable
- Ideas come from observing, listening, and asking questions
- Good ideas will come; the idea is to keep trying

ELEMENT 5
**CONVERTING YOUR SALES
PITCH TO A VALUE
PROPOSITION**

THE GOOD NEWS

- Converting your sales pitch to a value proposition is not easy
- A change in the way you present your product or service

NOW HERE IS THE GREAT NEWS

- It will immediately differentiate you from the way others present
- It will allow you to rise above your competitors
- It will give you the opportunity to set the standard
- Not match the price but match the value

ASK YOURSELF THIS

- What are you doing or giving that benefits your customers?
- What are you doing as a perceived value to your customers?
- Or just anything you do just benefit yourself?

3 PIECES OF VALUE

SOME IDEAS ABOUT WHAT VALUE REALLY IS

1. Bring a sales lead into a customer's place
2. Bring them a prospect who's a mutual customer or a friend... call and make the connection for them
3. A 4-way lunch; bring me a referral and I bring you one

HERE'S THE FORMULA

THE **MORE** PERCEIVED VALUE THE **MORE** YOUR CUSTOMERS WILL BUY FROM YOU

ASK YOURSELF THIS



What the customer said?	What the customer really wanted?
Price too high	
Took the lowest price	
Better conditions	

ASK YOURSELF THIS



What the customer said?	What the customer really wanted?	
Price too high	More sales	More customers
Took the lowest price	Greater productivity	Loyal employees
Better conditions	Peace of mind	Better morale
	More profit	Less hassle
	Less problems	More free time
	Better image	More variety

↑ ↑
Price objection will go away

HERE'S ANOTHER FORMULA

THE MORE VALUE YOU PROVIDE THE LESS PRICE MATTERS

But the key is giving them what they want...
Not what you need!

MORE CAR LESS MONEY

- Where's the value there?
- What happens after I take ownership?
- No one will remember the price at 7 am when you are waiting in line for service...
- And the service person is kind of rude...
- And when you go back (by taxi) to pick your car you wait another hour because it is not finished...
- And you discovered that they did not fix it properly, and you have to get back again next week...

YOUR VALUE STATEMENT SO WHAT?



- Create a one-sentence value statement about your company. Ask yourself, "So What?!"
- Then, rephrase it in terms of the customer
- Try to pass the "So What?!" test three times

YOUR COMPANY	YOUR COMPANY 1	YOUR COMPANY 2
<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
<small>ANY THOUGHTS OR NOTES?</small>	<small>ANY THOUGHTS OR NOTES?</small>	<small>ANY THOUGHTS OR NOTES?</small>

ELEMENT RECAP

- The more value you provide, the less price matters
- How will your customers value from their purchase after ownership?
- Put yourself in front of people who can say YES and deliver value FIRST

ELEMENT 6
**VALUE PERCEPTIONS
AND JUDGMENTS**

THINK ABOUT THIS

- We've been taking decisions all our lives based on perceptions and judgments
- It's the same in sales
- In the process of sales there are 2 value perceptions and 2 value judgments
 - The value perception and judgment that you make
 - The value perception and judgment that the customer makes
- Obviously the value perception and judgment that the customer makes rules the buying process

YOUR VALUE JUDGMENTS COME FROM

- How you feel about your company
- How you feel about your product
- How you feel about yourself
- How you feel about the customer and their buying process

YOU'VE PLACED A VALUE ON YOURSELF THAT REFLECTS

- Your selling skills
- Your attitude
- Your belief system
- Your truthfulness
- Your ethics

Don't sacrifice any of this.... You'll never be a successful salesperson if you do!

THE CUSTOMER PERSPECTIVE

- They are making all kind of judgments about
 - YOU
 - YOUR PRODUCT
 - YOUR COMPANY
- Much about their judgment about you is done during the presentation itself
- But many of those judgments are even made before they enter the door
- Your product and price, company and your reputation play a major role on customer perception of value

HOW TO CREATE YOUR OWN VALUE AND REPUTATION



- List all possible online platforms you can be active on
- List all events you must be physically present in
- Blogs, social events, groups, etc.

ELEMENT RECAP

- You are in control of the customer’s value judgment
- Your online presence projects a value perception
- Customer value judgments and perceptions rule the buying process
- Google yourself. How do YOU perceive your value?

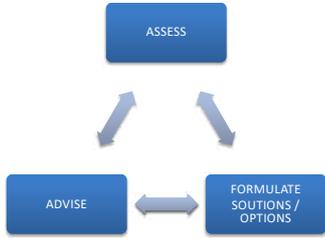
ELEMENT 7

HOW DO I SHOW VALUE?

THE TRUTH

- If **you** believe it’s valuable
- But **the customer** does not believe it’s valuable, then
- IT’S NOT VALUABLE
- Change from “WE” to “YOU” in your value proposition

BREAK IT DOWN



ASSESS

- Invest time knowing your customer needs
- Focus on how you can make them win, profit, benefit, how you can make them improve their service, retain their employees, etc.
- Ask them...
- Focus on them and their business / individual requirements
- Build relationships with them
- Know what are their dangers, obstacles, barriers?
- What frustrates them?

FORMULATE SOLUTIONS AND OPTIONS

- Put yourself in THEIR shoes
- Research solutions and options that work for THEM
- Invest time

Thank You !
