



# SA-S : Value Selling

Protect margins and differentiate proposals by emphasizing value to the customer

## If being the lowest bidder is not your strategy for winning opportunities, sales challenges need to be overcome

Customers base purchase decisions on many factors. Developing strong relationships at multiple levels in an organization is key. Being likable, though, won't save your proposal from heavy price negotiation if your customer views your solution as being on par with your competitor's.

Sales executives promoting solutions to medium and large business face the following challenges for creating winning proposals that protect company margins by avoiding price competition:

- Identifying complex business problems across multiple levels of an organization
- Targeting key decision makers
- Identifying and meeting criteria for proposal selection
- Articulating competitive differentiation in a crowded market
- Offsetting price negotiation by demonstrating solution value

These challenges are difficult to overcome without a proven sales framework designed to win through competitive differentiation and proposal value. Many



## The Value Selling framework of strategies and tactics lead to unique proposals that sell based on value to the customer

solution sales methodologies are too complex to implement and don't address the value, competition, and price criteria that today's customers use for selecting a winning proposal.

## Applied to your industry and proven to increase service sales

Using Value Selling techniques and our Applied Selling methodology (SA-S), Spohn rose from VAR number two-thousand to the second largest revenue producer for a Fortune 100 company.

SA-S is a unique, comprehensive sales methodology that can be applied specifically to the selling requirements of any industry.

## Benefits

- Win more opportunities through competitive proposals that become "must-haves" for the customer
- Improve situational awareness and decision making with a value-based sales framework
- Improve margins by conducting negotiations based on value, not price

Figure 1: SA-S : Value Selling model five step process

Sales Function	1	2	3	4	5
Direct Sales	Research	Identify / Explore	Assess / Qualify	Design / Propose	Close

## Designed for the experienced sales executive selling complex solutions to medium and large business

SA-S : Value Selling is designed for the experienced sales person working within the enterprise and high-end medium business markets. The course focuses on developing winning proposals for multi-product and service solutions that meet complex customer requirements.

The Value Selling framework includes new and proven methods and procedures within five key selling milestones (See Figure 1 on front). Within the framework, sales executives learn:

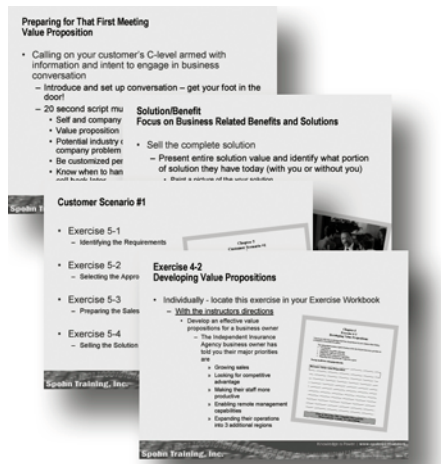
- Value-based preparation and probing techniques that identifies opportunities which your company is most uniquely positioned to serve
- Prioritizing needs within the hierarchy of related decision making criteria
- Aligning competitive differentiators within the hierarchy of needs
- Crafting proposals that most appeals to the largest majority of common values making it a “must-have” for the customer
- Closing opportunities through value negotiations — not pricing concessions

### Value Selling curriculum is tailorable to meet specific learning objectives

Your Value Selling curriculum may be customized to focus on the following curriculum:

#### Principles and Application

- What is Value Selling
- A framework for effectively managing complex sales and maneuvering within large organizations
- Selling across all levels of a business organization including director and executive levels
- Identifying the client business values you can impact
- Identifying the hierarchy of needs



### Students learn from lecture, question and answer, and hands-on exercises

- Creating a compelling business case for proposal
- Introducing competitive advantage into your proposals
- Partner selection and management
- Qualifying the prospect based upon information gathered during discussions
- Recommending appropriate services that meet the prospect’s requirements

### Coaching and Managing

Designed for sales managers, trainers, and coaches and focuses on how to implement the Value Selling framework and manage sales teams using its methods and tactics.

### Curriculum features unlimited rights of customer use and development

Curriculum can be licensed by the customer to provide the ultimate in flexibility. Spohn includes Train-the-Trainer courses for internal instructors. Trainers can modify, maintain, and manage their own SA-S: Value Selling curriculum for optimal training curriculum management. The SA-S methodology and content is also tailored to meet the specific objectives and content requirements of the customer.

## Features

- Framework for determining where you are in the selling process and what new actions need to be taken
- Separate courses available on Principles and Application, Coaching and Managing and Technology
- Selling at the director and executive level
- Sales reps learn to identify customer needs for multi-service solutions
- Learn enterprise business technology drivers and interests of decision makers
- Learn how to develop and use “elevator pitches” and value propositions
- Includes real-world case studies and training exercises based on first-hand sales experience
- Students role-play to gain hands-on experience and practice successful sales or coaching techniques
- Provides validated pre-and post-assessments measuring level 2 evaluation
- A proven sales process for acquiring, managing, and growing long-term customers

Spohn’s SA-S: Value Selling is a member of a catalog of courses tailored to improve selling techniques.

For further information please contact our corporate office at 512.685.1000