

# Value Based Selling

## Creating High Trust Client Relationships



### Program Agenda

- Positioning Strategies
- Information Sharing
- Financial Improvement
- Gap Analysis
- Reducing Risk
- Holding Your Price

### Lewis Associates, Inc.

We are a Chicago-based training and consulting firm. Since 1992, we have helped companies create *strategic business advantage* by developing the skills and performance of their people. We work with companies that want to enhance the results of their sales activities and improve their leadership effectiveness.

Based on a foundation of integrity and respect for the individual, we are responsive and flexible; resulting in a long term legacy of helping others achieve their goals.

### Increase company profits by selling value, not price, eliminating the need to discount.

The current economic climate has forced most companies to look very carefully at what they purchase and the terms of that purchase. With the amount of discretionary spending substantially reduced, only those requirements that really add value are being considered.

When selling to business buyers, top sales professionals position themselves as financial improvement specialists. This requires that they focus all their attention showing the customer how their business can be financially better off as the result of using your product or service. Customers of top sales professionals describe these salespeople as consultants, “unpaid members of my staff.” They say “He or she really understands my situation.”

In *Value Based Selling*, sales people learn to start the sales process by asking specific questions about the prospect’s business, seeking to understand how sales and revenues are generated, how costs and expenses are incurred, and how profits are made. They learn to put themselves in the position of the business buyer and see themselves as personally trying to achieve the financial results for which their buyer is responsible.

The primary aim of Value Based Selling is to demonstrate to the prospect that the financial benefit of dealing with you is greater than the cost of what you are selling.

*Most importantly, we are practicing new and better behaviors on the job. You have added “buying cycle” and “advance” to our vocabulary and our habits. Thank you for a job well done.*

Karl Berland, District Sales Manager  
Siemens Medical Solutions

