



ValueSelling  
Associates™

ValueSelling Framework™

# The Formula That Drives Results

## What if your entire team used the same sales process?

Leading organizations around the world choose the ValueSelling Framework® sales methodology because it is a proven formula for accelerating sales results. By adopting this simple process, your team becomes more competent and confident in engaging, qualifying, advancing and closing more sales.

- ✓ Increase deal size
- ✓ Eliminate “no decisions”
- ✓ Improve win rates
- ✓ Leverage the customer’s buying process
- ✓ Use a repeatable process

### Replicable Process

The strength in ValueSelling is that it’s a sales process that can be duplicated in every complex selling situation: B2B, B2C, B2G. ValueSelling is easy to understand and use daily without having to unlearn or change everything you are currently doing.

### Business Conversations

ValueSelling enables you to have a business-focused sales conversation with prospects regardless of the industry or deal size. You learn how to uncover, articulate and confirm the value a buyer will receive by doing business with you.

### Common Language

We teach an integrated, questioning process to manage any conversation, along with the tools and skills to execute effectively. ValueSelling has been adopted as a common language across all cross-functional roles, resulting in seamless customer interactions.

### Learner-centric Experiences

Our team collaborates with you to create a customized, learner-centric experience that boosts sales skills through fun workshop exercises, engaging eLearning modules, and follow-on reinforcement activities. We deliver sales training in over 16 languages and in delivery formats that support your corporate culture.



Both TrainingIndustry.com and Selling Power have named ValueSelling Associates to their annual Top 20 Sales Training Companies list.



## How the process works

Based on easy-to-learn, repeatable steps, we provide sales professionals with the skills and tools they need to save time, effort and resources in all selling situations, while minimizing the risk of losing the sale or wasting energy on prospects who will never buy.

Your team will learn how to quickly diagnose stalled sales, reduce discounting, expand each opportunity, ensure renewals and increase forecast accuracy.

ValueSelling works because it is a very simple, executable and powerful sales process



Assessing the opportunity



Understanding buyer's motivation



Uncovering Value



Identifying Power



Asking better questions



Differentiating



Crafting a mutual plan



Closing the sale



## Achieve measurable results

Our global implementations have measurable results. Within weeks of properly installing ValueSelling, clients experience a return on investment and significant improvements to key sales metrics.

60%

improvement in lead conversions for a software firm

200%

increase in deal size for a telecommunications company

2/3

reduction in onboarding time for a reservation bookings service

70%

increased sales productivity for a global consultancy

By executing the steps of the ValueSelling methodology, sales professionals have furthered their careers and attained corporate objectives. Start a conversation with ValueSelling and make your number, faster.



Keep it simple. Drive results.

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