

4 Keys to Differentiate on Value

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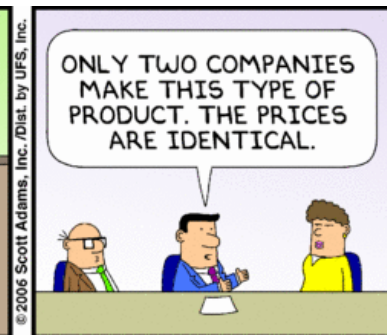
Complimentary Webinar
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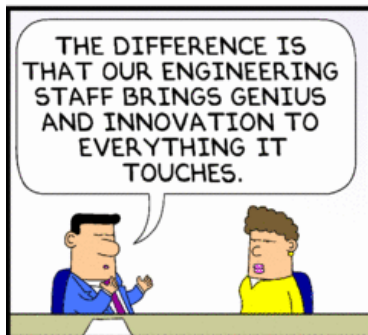




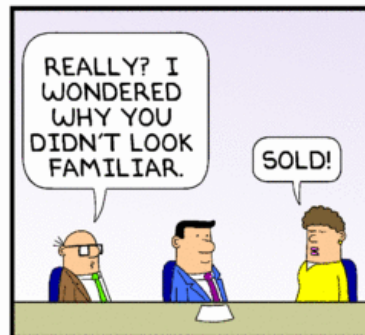
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Do you believe your solution is different?

Easy to differentiate?



Difficult to differentiate?



Absolutely
no differentiation?



Competitive differentiation

Different

A tally of your unique capabilities

Differentiation

Successfully connecting your unique capabilities to prospect's problems

*Smart seller uncovers
additional problems
that create need*

So what?

Expand your buyer's requirements to prioritize your unique capabilities over your competition

Agenda

- ✓ The current situation
- ✓ What needs to change
- ✓ How to...
 - Get your customer's attention
 - Create need for your differentiators
 - Uncover the value of that difference
 - Proactively differentiate

Situation: The Planet

The current situation

- ❖ Fewer opportunities
 - To succeed, a higher close-rate is required
 - To achieve margins, we need to be perceived as unique

- ❖ Most markets are saturated
 - Flooded with lower priced competition
 - Competitors sound the same
 - Buyers are savvy on the skill of “non-differentiation”
 - It is all about us.... NOT





Its all about
RISK

The sales cycle is getting *complicated*

- ❖ Power shift
- ❖ Competing for capital
- ❖ Exposed weaknesses in sales execution
- ❖ Where's the value?



Customer-speak

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"ROI"

"TCO"

"TTR"

"TTM"

Implication to the field

- ☞ Behaviors/skills/competencies
- ☞ Differentiation often has to go beyond product/capabilities
- ☞ The “value dialogue” must be meaningful and relevant



Our *position*

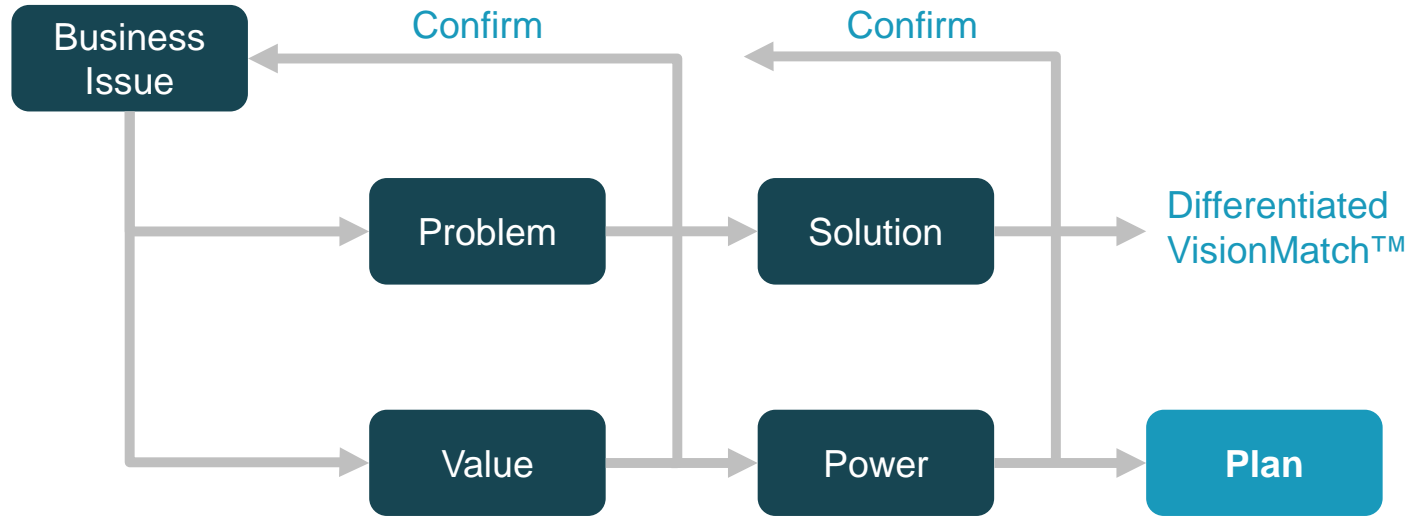
- ✓ Success grounded in business knowledge
- ✓ Competitive advantage is more than product information
- ✓ It's how you sell...becoming *problem experts*

The *flip-flop* approach

- ✓ Understanding what causes people to “listen”
- ✓ Reverse-engineer your dialogue to get their attention
- ✓ Connect your solution to the prospect's problems
- ✓ Applying the science of differentiation to your marketing messages: Custom brochures, proposals and communications



The Value Buying Process™



Qualified Prospect = Differentiated VisionMatch x Value x Power x Plan®

Five areas of differentiation




“Tee up” your differentiation

1 Customer recognizes need
Business issue/s



2 Customer shops
for a solution



 **3** Uncovers
additional problems
Reduces competition
Increases revenue and margin

Smart seller uncovers
additional problems
that create **NEED**

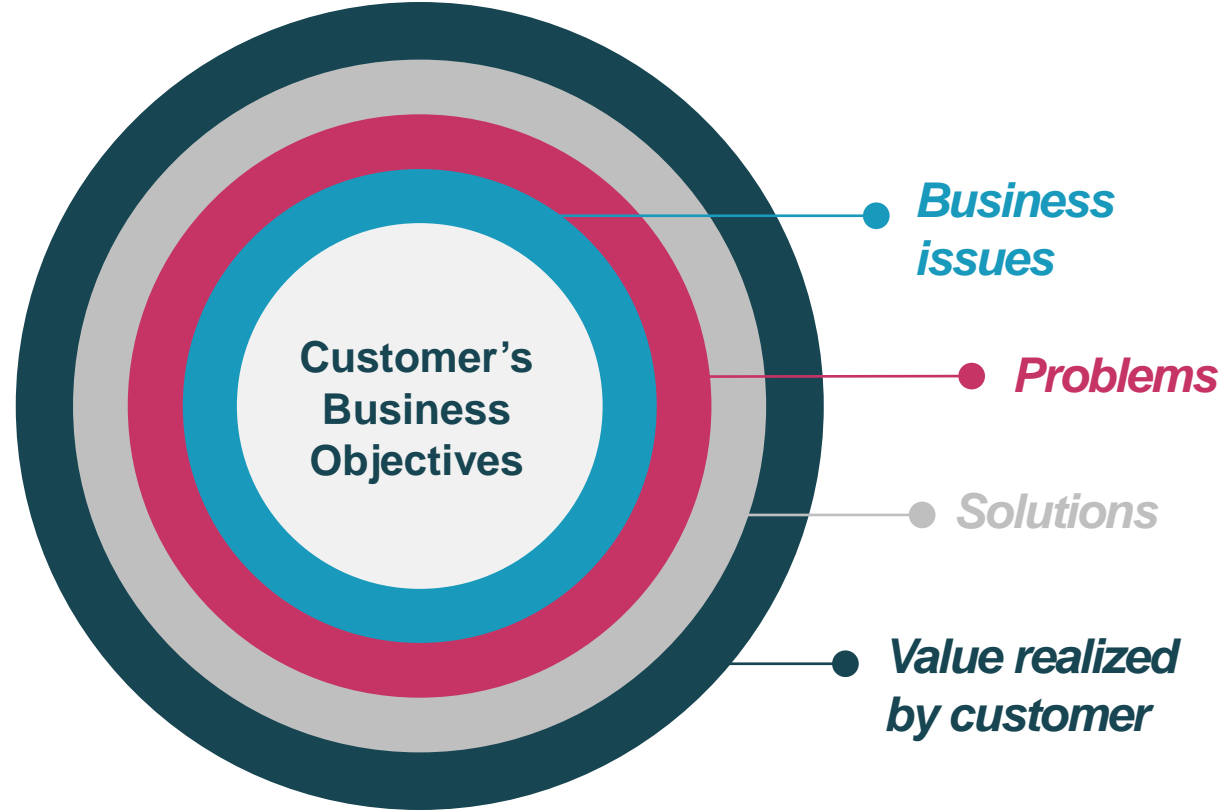


**So
*what?***



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The Value Realization Challenge



Developing Customer Value

Business Value

- *Hard Value*
- *Soft Value*

Quantifiable Values ROI
(Tangible)

Strong sales argument
(Intangibles)

Personal Value

- *Priceless Value*

WIIFM (Intangibles)





Competitive *Differentiation*

- ❖ Lack of differentiation seldom indicates poor product or service
- ❖ Usually means we failed to find out what was important to customer's business

*In today's
fast-paced
competitive market,
a customer **rarely**
figures that out for
themselves*

Competitive differentiation

Different

A tally of your unique capabilities

Differentiation

Successfully connecting your unique capabilities to prospect's problems

*Smart seller uncovers
additional problems
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So what?

Expand your buyer's requirements to prioritize your unique capabilities over your competition

How to *differentiate* yourself

1

Expand your buyer's requirements to prioritize your uniqueness over your competition

2

Develop value of your differentiators in minds of sales reps AND customers

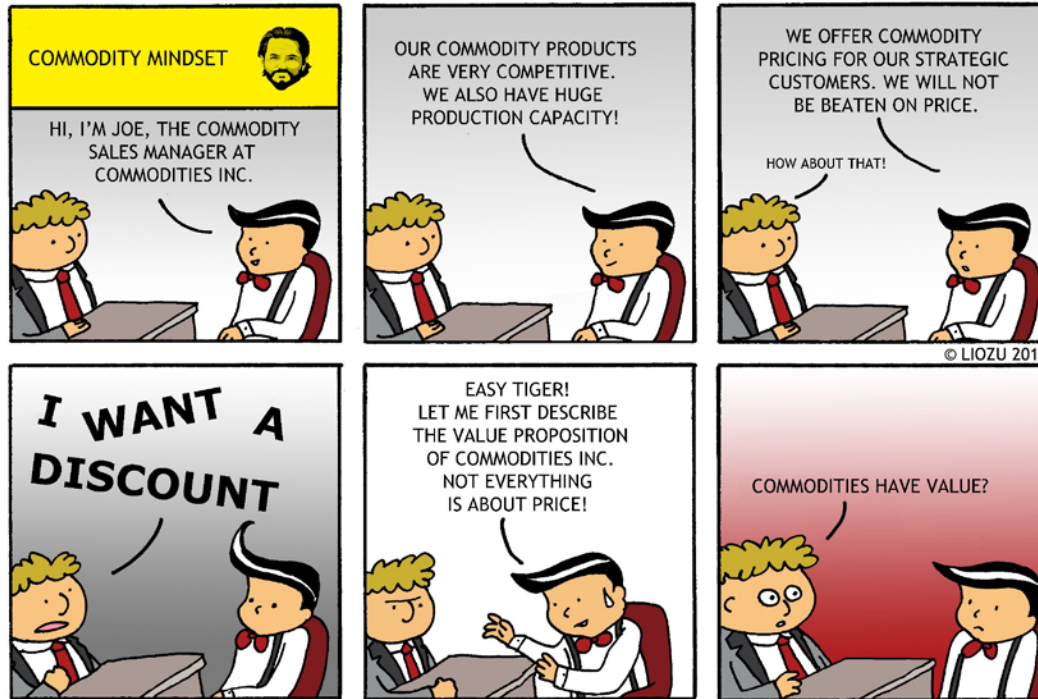
3

Cultivate concrete answers to your customer's key business issues with you as their trusted advisor

Call to *action*

- ✍ Expand your buyer's requirements to prioritize your unique capabilities over your competition
 - Step 1:** Determine where you are different or better than competitive alternatives
 - Step 2:** Ask yourself: "So what?"
 - Step 3:** Create specific questions to uncover need for those differentiators
- ✍ Uncover the Business and Personal Value of your key differentiators



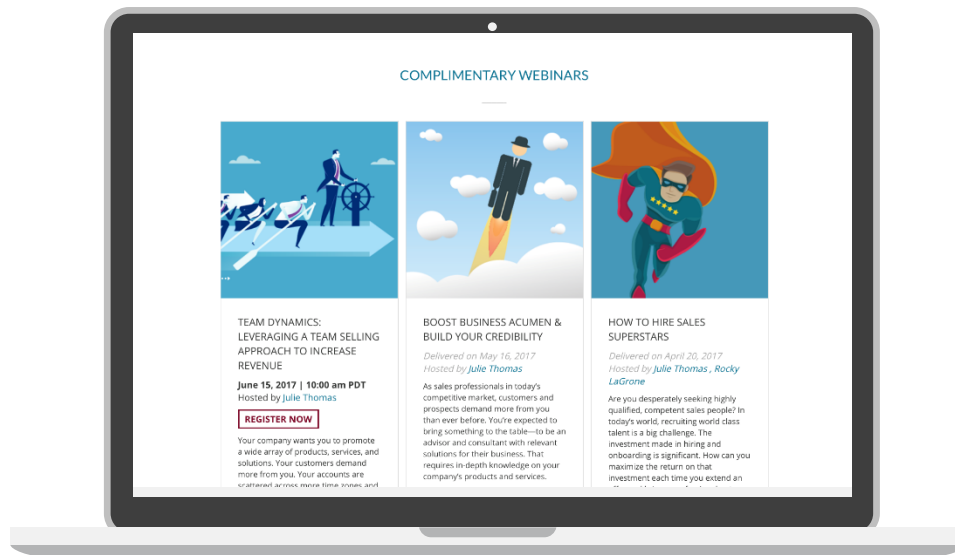


Questions?



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Based on the globally-proven ValueSelling Framework®



Fill the funnel, engage buyers and get more meetings with a repeatable, cadence-based approach.



Gain access to and prepare for meeting with executive decision makers.

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Thank you!

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