

# Selling Value



**Do you find yourself competing on price? Are customers bidding out projects to find the lowest acquisition cost? Are your margins being squeezed? All of this occurs when customers don't perceive the value being provided by the vendor. Learn how to sell value and move away from point pricing competition.**



This one-hour keynote can be augmented with Consultative Selling, Territory Management, or Selling to Business Leaders to create a full or half-day program.



## Why Partners Should Attend

- √ Understand the real impact of discounting
- √ Avoid pricing battles through value-add
- √ Differentiate yourself from competition
- √ Negotiate more effectively
- √ Stop wasting time when success is unlikely
- √ Improve margins & earnings

## Course Objectives

- √ Position effective value statements and your unique selling proposition
- √ Sell the total value package, not boxes
- √ Qualify customers more effectively and avoid being used to leverage your competition
- √ Manage pricing pressure and discounting games used by experienced customers

## Course Content

- √ The difference between value and cost
- √ The role of value in winning the sale
- √ How customers really make buying decisions
- √ Ways to move away from pricing games
- √ Negotiation strategies
- √ Value-add strategies for manufacturers & resellers

## Who should attend?

- ⇒ Sales Representatives
- ⇒ Sales Managers

## The Instructor

- ⇒ Warren Belkin, industry veteran with over 20 years experience in the tech marketplace
- ⇒ Owner and operated a VAR
- ⇒ Top Cisco Global Account Manager in 1999 with \$31M in sales
- ⇒ Ex-Cisco Regional Manager. Top 20% region delivering \$82M in sales with 7 reps

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