

Value Positioning MasterClass

This MasterClass is designed to provide an in-depth suite of thinking frameworks which together enable your high level sales team to accurately position the Value you offer, not just in terms of the need it solves, but also from the perspective of the value it ultimately creates for your customer's business as a whole and for each of their business units individually. This requires an in-depth understanding of what you can offer achieved through detailed analysis of what your Value looks like from the perspective of key individuals, within relevant business units, within your customer. This dramatic shift in thinking repositions your offer at a strategic level and opens the door to effective and meaningful executive conversations. This in turn leads to the customer viewing you and your organisation as strategic partners and creates enhanced loyalty and advocacy.

From your own business perspective this same thinking enables you to determine which opportunities are the most appropriate ones to invest in, and which should be dealt with in the lowest cost manner at a very early stage of the pre-funnel decision process.

This mind set change is created by enabling your team to understand how different the knowledge and approach is when operating at a strategic and executive level in your customers. Their natural fear of change is overcome by giving them step by step processes to enable them to apply their new learning immediately following the workshops.

This workshop is a very advanced two-day hands-on skills upgrade for sales people who already have experience of Value Based sales techniques and deal with complex accounts and opportunities on a daily basis. One key pre-requisite for success is in-depth customer knowledge. Both days are fast paced, highly interactive, and are focused on immediate results. This workshop offers not only a thorough understanding of the tools and approaches required for success in a complex opportunity, but also brings the process to life with real world, hands-on, experiential learning. This workshop examines in detail the practical complexities of applying these new principles to real deals, thus ensuring attendees are able to maximise their competitive advantage immediately following the workshop. ICDL offer an optional third day which ensures sufficient time to coach participants through the process of gathering the knowledge required to enable completion of the customer 'plan to win' as part of the workshop.



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“Even in such technical lines as engineering, about 15% of one's financial success is due to one's technical knowledge and about 85% is due to skill in human engineering, to personality and the ability to lead people”.

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Key outcomes:

- Gives your team the knowledge and background information of the customer environment and market to enable them to have meaningful conversations with senior executives about the real value you deliver
- Enables early qualification of which opportunities are most appropriate to invest time, energy, money and resource into, and which should be dealt with at the lowest possible cost
- Enables your sales team to be original and creative with the positioning of your propositions, getting away from the same product feature, function, benefit & price messages used by everyone else
- Ensures a full and complete understanding of what Value actually means to your customers and provides a clear and simple route to the creation of Value propositions that work
- Ensures sufficient understanding about the customer's business to enable you to create messages that align with 'the way things are done around here' in each area of their business
- Ensures you are clear about who to speak to throughout the customer about any given issue and enables you to accurately position messages evidencing your competitive advantage at their level and in their world
- Puts the excitement and fun back into selling through enabling your team to have meaningful conversations with people who want to listen
- Enhances the customer experience inspiring loyalty and advocacy which in turn lead to easier, faster repeat business and new sales.

This is achieved through presentations of concepts and models by the facilitator, group discussions and exercises to practice the concepts as they are covered.

The event is broken down into a number of sections:



1. What's important to your customer?

This section begins the process of looking at your company through the eyes of your customer. This is achieved by determining what market pressures are driving customer needs; understanding the capabilities of your business; and determining how best they can be matched to the customer needs. This section includes exercises covering Competitive Advantage and Positioning. This is the section that enables more accurate assessment of the value of an opportunity at an early stage.

2. Put into practice

Here you dig deeper into the concept of Value, including the Five Types of Value and ICDL's unique Valu-Aligner™. This section enables you to develop sales strategies based on the continuous delivery of Value and the development of Value maps.

In the MasterClass, a process is taught which enables a detailed analysis is carried out on a Market Pressure, or Threat, together with the impact of this on your customer, and on key business units and individuals within your customer. The outcome is a customer Value map, analysed by the impact of each element of the Threat on each business unit within the customer. This enables identification of who to target within your customer, their buying criteria, and the development of finely tuned, personalised Value messages.

3. Unique to you

This section sets out specific processes for analysing and mapping your Competitive Advantage when defending and growing existing opportunities, or when attacking and winning new opportunities. Here you also look at the process of creating Competitive Differentiation – how to make “us” more valuable to the customer than “them”. This section concludes with the creation of ICDL's unique Win-'o'-meter® which creates a weighted balance view of win probability by clearly showing how much more or less value you have created for your customer than your competition.

4. Winning Strategy

This section takes a fresh approach to strategic sales planning. It deals with predictable and unpredictable factors – including how and why even unpredictable factors are certainly going to arise! Here, the four main strategies of modern sales and marketing are reviewed, with exercises on how to apply them to your real opportunity to create Competitive Immunity in your sales process.



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Duration

This is a two-day event..

“ICDL has helped Bombardier through ongoing development of the opportunity selection process, enabling a better focus on the needs of the customer, and through this ensuring that any project undertaken completely aligns with the customer’s needs and goals. This lowers the project risk for Bombardier, focuses resources on the most valuable opportunities, and saves Bombardier significant resource time and money. Through this process, Bombardier’s market perception as a quality, customer centric organisation is heightened, as is the customer perception of the value Bombardier delivers”.

HEIKKI VIIKA, VP SALES & MARKETING, BOMBARDIER RAIL CONTROL SYSTEMS

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail enquiries@thebusinessaccelerators.com

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