









# ALIGNING VALUE

Calculating and communicating the value of products and services to the executive customer

STRATEGICALLY CUSTOMIZED

		MODULES	KEY LEARNING OUTCOMES
	120 MINUTES	Calculating Value	<ul style="list-style-type: none"> <li>Evaluate and calculate the qualitative and quantitative value of offerings.</li> <li>Identify the personal value that salespeople offer their customers.</li> </ul>
	30 MINUTES	Building Value Model	<ul style="list-style-type: none"> <li>Use the Building Value model to determine which organizational layer benefits from each <i>Value Calculator</i> card.</li> <li>Reinforce all outcomes for previous BUILDING VALUE participants.</li> </ul>
	30 MINUTES	Connecting Value to Business Challenges	<ul style="list-style-type: none"> <li>Analyze executive business challenges and strategize how to position the value of offerings accordingly.</li> </ul>
	45 MINUTES	High-Impact Questions	<ul style="list-style-type: none"> <li>Build skill in creating high-impact questions to help leaders view their business challenges in new ways.</li> </ul>
	30 MINUTES	Communicating Value with Models	<ul style="list-style-type: none"> <li>Gain competence in leading consultative conversations with executive audiences using simple, yet powerful mental models.</li> </ul>
	60 MINUTES	Account Planning	<ul style="list-style-type: none"> <li>Apply new tools and techniques to a strategic account and present the account plan.</li> </ul>
	60 MINUTES	Role-Plays	<ul style="list-style-type: none"> <li>Practice building the customer's perception of the value through a consultative conversation.</li> </ul>
	30 MINUTES	Final Debrief	<ul style="list-style-type: none"> <li>Identify ways to apply new tools and techniques to current accounts.</li> </ul>

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## MODULES

## ACTIVITY DESCRIPTION

### Calculating Value

- Participants identify the qualitative value of their product and service offerings and then calculate the quantitative value for a current customer using customized *Value Calculator* cards. Then, they reflect on the personal value they, as salespeople, offer customers.

### Building Value Model

- Participants consider the Building Value model and link each *Value Calculator* card and their *Personal Value* card to the layer that offers the most strategic relevance.

### Connecting Value to Business Challenges

- Participants consider executive business challenges in a current account and strategize how to link and communicate the value of their offerings in the context of those challenges.

### High-Impact Questions

- Participants learn the distinguishing characteristics of high-impact questions and practice writing these questions for another current customer.

### Communicating Value with Models

- Using the *Value Calculator* cards, high-impact questions, and a mental model, participants work in teams to prepare a presentation for a different customer that focuses on value, not just features and benefits or business solutions.
- Teams role-play the customer presentation to the group.

### Account Planning

- Teams use the *Aligning Value Worksheet* to create an account strategy for a different account from their prework and present their strategy to the group.

### Role-Plays

- Working in pairs, participants role-play a meeting with an actual customer and apply their newly learned value alignment techniques.
- Afterwards, they provide coaching and feedback to each other.

### Final Debrief

- Participants process their learning experience and discuss how they will apply value-alignment strategies in the field and in their account planning.