

COMMUNICATING VALUE

Facilitating value and creating alignment with the customer through interactive sales meetings

STRATEGICALLY CUSTOMIZED

		MODULES	KEY LEARNING OUTCOMES
	50 MINUTES	Aligning with the Customer	<ul style="list-style-type: none"> Understand how customers view the opening and closing of a meeting between a customer and a salesperson. Discover what customers think adds value at the opening and closing of a sales meeting.
X	60 MINUTES	New Expectations for Sales Calls and the Communicating Value Model	<ul style="list-style-type: none"> Understand customers' changing expectations and approaches by salespeople. Learn and apply the Communicating Value model to sales meetings. Build skill in the initial stage of the sales meeting.
X	75 MINUTES	Exploring an Approach	<ul style="list-style-type: none"> Establish effective call objectives and key messages. Understand business challenges and align them with offerings. Build skill in storytelling in the context of sales meetings.
X	30 MINUTES	Models	<ul style="list-style-type: none"> Understand and apply simple models and visual pictures in a sales meeting.
X	65 MINUTES	High-Impact Questions and Listening	<ul style="list-style-type: none"> Use high-impact questions to enhance customer understanding. Improve listening skills.
X	35 MINUTES	Practice	<ul style="list-style-type: none"> Build skill in the middle stage of the sales meeting.
	55 MINUTES	Styles and Balancing Act	<ul style="list-style-type: none"> Understand different communication styles and how to accommodate them. Analyze competing needs and learn how to balance them effectively.
X	45 MINUTES	Practice	<ul style="list-style-type: none"> Build skill in the last stage of the sales meeting.

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MODULES

ACTIVITY DESCRIPTION

Aligning with the Customer

- Participants consider the opening and closing of a sales meeting.
- They learn which actions of salespeople that customers believe create credibility during an initial meeting as well as which ones customers say make them willing to schedule a follow-up conversation.
- Then, they determine what they think customers expect from a sales call and report out to the group.

New Expectations for Sales Calls and the Communicating Value Model

- Participants gain insight into customers' changing expectations and consider new skills needed to develop an accelerator approach to selling.
- Participants analyze the Communicating Value model and its stages of Align, Explore, Reflect, Conclude, and Act. The entire program is configured around this model. Using a customized case study, teams role-play and debrief the first five minutes of a sales meeting.

Exploring an Approach

- Participants establish their call objective, considering how they want the customer to Conclude and Act. They also establish their key message.
- Participants discuss which business challenges are most important to the customer in the case study by analyzing the three most critical challenges and discussing how their company's offerings can help.
- Participants look at how to use stories to communicate the value of their offerings and share best practices for storytelling in the context of sales meetings.

Models

- Participants use simple models and visual pictures to create a strong memorable reference for their audience.
- Teams discuss which would be most useful with the customer in the case study and role-play a presentation.

High-Impact Questions and Listening

- Participants consider how to help customers process what they have heard using high-impact questions and practice writing them for the customer in the case study.
- Teams test their listening skills with an audio recording and determine techniques for effective listening.

Practice

- Participants engage in another role-play and debrief for the next ten minutes of the sales meeting.

Styles and Balancing Act

- Participants examine various communication styles, including their own, and determine how to communicate with each style as well as their most challenging customer's style.
- They discuss and analyze how to facilitate and balance competing needs in a meeting.

Practice

- Participants engage in their final round of practice, role-playing and debriefing the last ten minutes of a sales meeting.