



Value Added Selling

Program Description

Success of any company is its ability to differentiate and add value on every sale. Clarity of your Value Message is essential if you are competing with others for the same customer. *Value Added Selling* presents an effective way to differentiate your business, your products, and yourself in a competitive marketplace. Today, everyone is bombarded by hundreds, and even thousands of commercial messages. They are skeptical, suspicious and careful with their time and money. No matter what you are selling, customers will have questions and concerns that you must resolve before you can proceed to a sale. This program focuses on three key Value-Added selling elements: price-value propositions, uncovering needs, and value statements. Gaining a deep understanding of these elements increase sales while adding value to customers.

Objectives

By the end of this program participants will:

- Understand how to Add Value on every sales call
- Learn how to differentiate themselves, your company and your products
- Understand how to sell past "Your Price is Too High"
- Develop an action plan to differentiate your business from the competition



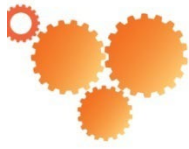
AUDIENCE

Sales Professionals

DELIVERY OPTIONS

1 day, classroom

Value Added Selling



"We are finding that not only must our products bring value to our customers, but the time they spend with us must also be of value. Value-Added Selling provided my team with a complete approach to accomplish this in our competitive environment. Our customers see a reason for spending time with us."

— Insurance Industry, Sales Manager

Program Benefits

Value Added Selling is a tactical program that will help participants set a clear differentiation of themselves, your products and your company in the marketplace. Participants will leave with ways to handle the price objection while adding more value to your company, learn key types of questions to uncover customer needs, and craft a Value Statement to share your company's differentiated offerings. Your sales professionals will leave this program able to communicate your business and products with clarity so customers will buy more!

Measurement/Evaluation

At NuVue Business Solutions, we believe in *Learning That Never Stops™* and it is with this approach that we will partner with your organization to help you measure initial behavioral changes and business results. Our goal is to help you turn training into action and action into results. Our Extended Learning System will help you ensure skills are transferred back on the job and you get the desired performance change.



919-562-5599
www.NUVUE.com