



'Value Selling; Is it what customers want?'

We are fast moving from a transactional selling background. Now, more than ever customers want *and expect* more.

Problem

- Do you know what it is they want?
- Do you know what they need?
- Who is actually making the buying decision?
- Who holds the budget?

Potential Solution

'Value Creation Selling'

- Become your customers most trusted partner
- Formulate an account plan that is value based
- Make sure everyone in your sales team understands customer needs and their potential
- Refining your sales process to match customer needs
- Sustain their business

This bespoke programme can be tailored to meet the needs of your specific sales force from any industry background. If you want your customers to see the 'value' that you can offer, please contact us.

