

## Advanced Value Positioning

This workshop is designed to deliver the concepts and thinking that enables your sales team to see an opportunity from your customer's perspective. This enables them to position your 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. 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 simple step by step processes to enable them to apply their new learning immediately following the workshops.

“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”.

DALE CARNEGIE

### Key outcomes:

- Explains the importance of engaging with their customers at the business level well ahead of any potential bids
- Gives your team the knowledge and background information of the customer environment and market to enable them to have meaningful conversations with senior executives



- Ensures a full and complete understanding of Value as perceived by their customers and provides a clear and simple route to the creation/use of Value propositions that work
- Ensures sufficient understanding about the customer's business to enable your team to create Value based messages that align with 'the way things are done here' in each area of their customers' business
- Ensures your team is clear about who to speak to throughout the customer about any given issue and enables them to accurately position messages evidencing your competitive advantage at their level and in their world
- 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
- Enhances the customer experience inspiring loyalty and advocacy.

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 organisation wide Value positioning messages.



**ICDL**

### 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”.

### 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.

### Duration

This is a two-day event.

“Whereas earlier, the focus would have been on the products and how to sell them, now the focus is on creating value and assessing the opportunities from a broader viewpoint”.

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](mailto:enquiries@thebusinessaccelerators.com)

Intellectual Capital Development Limited  
Longstaff House, 47a Denmark Street  
Wokingham, Berkshire RG40 2AY  
T: 0870 203 1010  
T: +44 (0)118 979 8433  
F: +44 (0)118 979 9998  
[enquiries@thebusinessaccelerators.com](mailto:enquiries@thebusinessaccelerators.com)  
[www.thebusinessaccelerators.com](http://www.thebusinessaccelerators.com)