

Introduction to Value Positioning

The ability to Position the Value your organisation creates for customers is becoming a critical success factor for many organisations given the relentless and accelerating pressure on margins.

This pressure is driven by customers who can no longer understand why they should pay more than the minimum for anything, nor what makes you different. Hence, without Value to differentiate you, price becomes the ultimate decision trigger for customers.

This workshop provides an introduction to Value Selling, designed for customer facing individuals, whether sales or non-sales who need to understand and deploy the basic principles of selling based on Value. This workshop will show participants how to identify opportunities which are most likely to be sold on Value, as well as creating an understanding of what is Value and how the Value your organisation creates can be positioned above that of your competitors. This workshop also introduces the participants to the principles of communicating Value to your customers and looks at the concept of the 'right people' to talk to in your customer based on their 'political' power.

This event is divided into four sections;

1. Looking at Value

This section begins by defining Value and exploring how to find real Value. Participants are then given an opportunity to discover how much Value they are creating today and to explore what can be done to get customers to recognise the Value that the participant's company creates. This section concludes with a look at what is involved in positioning Value. Participants are introduced to the concept that Value looks different to different people within an organisation, and their roles and hence differing needs of individuals are explored through ICDL's EMO (Executive, Management, Operational) model.

2. Rising above your competition

In this section participants are introduced to how competitive advantage is perceived by customers. The section starts with examining 'what makes you different'. This is followed by a look at the process of creating Competitive Differentiation – how to make "us" more valuable to the customer than "them". ICDL's Win-'o'-meter® is introduced during this section. This is one of the tools used to help participants evaluate an opportunity.



3. Positioning Value in person

This section addresses the impact that personal preference has on individuals' ability to deliver Value based messaging to their customers. Participants will explore some of the complex elements of what makes an individual what they are in the context of interpersonal communication.

4. Power & Support

In this section participants will learn about the concepts of power and support and how to apply them in sales situations. The section starts with a discussion on the differences between powerful and non-powerful people and then moves on to address the separation between Power and Authority.

Participants will also given an overview of the process and tools used for establishing who the key decision makers or influencers are within their current or potential customers, and then the level of support offered by the identified individuals. This section provides clarity about who participants need to position Value to within their customers.

Duration

This is a one-day event.

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail enquiries@thebusinessaccelerators.com

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