

## Positioning Value over the Phone

By better understanding the needs of your prospects and customers, you can more accurately align your offerings to their needs, and present them in such a way that your customer or prospect clearly perceives you as distinct and differentiated, offering them real Value throughout their organisation.

Sales people and other professionals often find the initial contact with a customer the hardest part of the whole process of selling value. As a result, they often revert back to their comfort zone, which on many occasions causes this critical initial approach to drift away from value back towards product or service, undermining the whole concept of value from the start.

ICDL's Skills Acceleration Program teaches individuals and organisations what information they really need, how to interpret that data, and how to see your organisation from the perspective of key individuals in your customer. Armed with this knowledge and ICDL's key processes, qualification can be carried out very early in the 'Pre-funnel phase' of an opportunity. The earlier you qualify, the better the results you achieve and the better the customer's views of your organisation will be.

This workshop addresses that vital initial phone call; the first step in the process of positioning your value ensuring your differentiation and competitive advantage is secure right from the start of the process.

Part of the approach to overcoming this challenge lies in providing training to the various professionals who are tasked with this critical element; training in a structured approach to using research information and value propositions to enable them to feel comfortable when developing new business at a value level.

ICDL has extensive experience in enabling organisations to develop net new revenue streams and one of the areas of focus is managing customer interactions.



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There are three areas which our research and experience shows as being key to an individual's ability to make cold/warm calling successful. These are:

1. Overcoming the fear of rejection.
2. Knowing and being comfortable with their messages.
3. Getting through to the right person.

ICDL addresses these in this workshop, through presentation of concepts and models by the facilitator, a series of group discussions and a number of exercises to practice the concepts as they are covered.

This workshop will re-invigorate all those that rely on the telephone for that vital first step by showing them that cold/warm calling is based on logical business need and evidential success. This makes the process clear and tangible to them and hence moves it firmly within their comfort zone. Additionally, ICDL's experience shows that individuals actually enjoy making value based calls that create competitive advantage and success here becomes a matter of professional pride.

## Key Outcomes

The main outcome of this workshop is that attendees are comfortable creating their own advanced call planners, a template of which is created as part of the workshop.

The workshop is divided into three main areas;

### 1. Overcoming the fear of rejection

- (a) Capturing key research in a structured way to ensure clarity of how and why you could create value for your customers.
- (b) Identifying the prioritised top three customer challenges and where and how you have addressed challenges similar to these before.

### 2. Knowing and being comfortable with your message

- (c) Understanding the importance of Strategic Business Units and how to align messages to create maximum impact.



### 3. Getting through to the right person

- (d) Gaining an understanding of ICDL's Value Selling process including ICDL's Five Types of Value model and exploring the differing needs of individuals within an organisation depending on their roles.
- (e) Creating positioning statements defining the value you create from the customer's perspective at Executive, Managerial and Operational levels.
- (f) Refining these messages to reflect a success story. Success stories are where you can evidence solving a similar business need for another customer, thus creating immediate relevance and credibility in the call.

### 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](mailto:enquiries@thebusinessaccelerators.com)

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