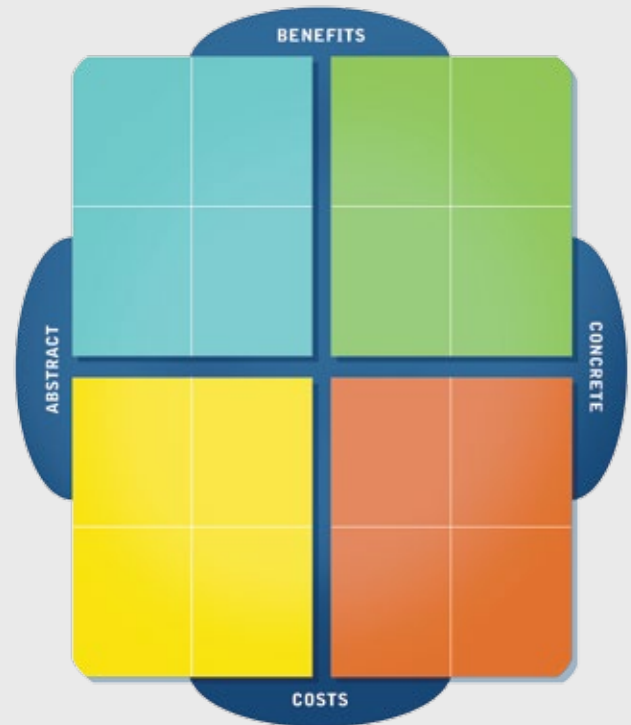


- 1 Can your salespeople articulate the most valuable business outcome for the customer once they have implemented their solution?
- 2 Does your sales team understand how their customer will quantify the value of their solution?
- 3 What metrics have the sales team chosen to demonstrate their quantifiable value to their customer?



Value Snapshot™ is a tool that will help your salespeople analyze and quantify the value of your solution to help their customer make a smart buying decision. By using the classic value equation built in the tool, your sales team will be able to develop a strategy to create economic value, either through actual or conceptual benefits. The mapping process will make your sales team realize that value is positional and unique thereby equipping your sales team to position your solution efficiently.



Learning Outcomes

With Value Snapshot™ your salespeople will be able to:

- Quantify Value in a meaningful (and economic) way
- Understand how the prospect currently quantifies or assesses the cost elements that go along with implementing your company's solutions
- Take both Concrete (easily measured) and Abstract (hard to measure) Cost and Benefits and put them in terms that allow for the completion or more measurable value assessment
- Determine what must be done (either enhance benefits or reduce perception of costs) to improve the overall value equation and increase the chance of winning