

# Value Selling

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## The most **effective approach to existing and potential customers** in the B2B Industry and Service

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### ***Targets:***

The training program aims to develop the skills related to the sale of Added Value for the customer, unlike the other sales styles focused on simple alternative solutions or that don't take into account the real needs of each individual customer. We deal with:

- a) The methods of identifying the "Map of Power" within companies to be acquired or retained; the modern "Entry Strategies", also based on the social platforms;
- b) b) The "Intelligence" phase, a delicate and complex moment of defining the real needs of customers, whether expressed or latent, and the entire organizational and operational context of the client;
- c) The Advanced Negotiation phase, conducted to develop a real partnership, but always oriented to the sales profitability.

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***Beneficiaries:*** Sales Representatives, Key Account Managers, Sales Engineers

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### ***Program:***

- Basics of industrial marketing
- The 3 types of sales: Alternative, Competitive and Added Value
- The Sales Process
- Search and selection of potential customers
- Use of LinkedIn to search potential customers
- The cold call
- Preparation of the visit
- The "Intelligence" phase: discovery and analysis of the client's latent needs
- The proposal of the Solutions
- Objection Handling
- Negotiation Strategies
- The Conclusion of the commercial agreement
- Development of customer loyalty

*During the class, all participants will be involved in individual and group exercises and simulations related to their real markets.*