



Why Quick Value Selling?



A consultative, value selling approach for short sales cycles when customer interaction time is limited

How do you demonstrate that you can meet the needs of a prospective client when you only have limited interactions with them? By carrying out a sales conversation that demonstrates true value. It's a skill that requires subtlety and thought.

The Quick Value Selling (QVS) programme teaches these skills using research into shorter cycle selling environments (three interactions or fewer) to enable sellers to use a consultative, customer-based approach, even when their interaction time is limited. It improves conversion rates, revenue per sales and customer satisfaction.

QVS is particularly good at growing a sale. Where prospects or existing customers are later in their decision-making process, with a clearer understanding of their own needs and potential suppliers. It explores how to grow the value of the sale by identifying needs for add-ons and up-sells, how to persuasively describe solutions that are differentiated from the competition and how to handle objections and concerns.

Overall, adopting our QVS sales behaviours will give you:



Skills and tools to increase your sales conversion rates



Sharper skills and more confidence when dealing with customers in all stages of the buying cycle



Ability to identify how and where you can improve margin



More successful outcomes in telephone, virtual and face-to-face sales



A common language and coherent approach to short cycle sales

We help salespeople address common challenges like these:



“To continue to grow as a business, we need our internal sales teams to become order makers – not just order takers.”

Participants will understand what motivates – and prevents – customers from making buying decisions.



“Our sellers have become incredibly reactive – they wait for the customer to tell them what they want – there is no exploration of additional needs or the reasons behind the request.”

Identify where customers are in their decision process and adapt their approach accordingly.



“Previous training programmes focusing on asking more questions just haven’t been effective. Our people need more than basic ‘ask open questions’ training, even on the shortest calls.”

Create effective call plans, persuasive outbound opening statements and clever questioning to uncover needs and buying criteria that align with your differentiators.



“Our sellers just push the technical specifications of our products, without explaining how they differ from our competitor’s products.”

Identify the key differentiators for products and solutions and describe them persuasively.



“The proactive sales teams need to improve their skills at keeping prospects on the telephone – some are too pushy, and some are not pushy enough!”

Carry out effective opening statements, reduce and handle objections and manage positive call conclusions and next steps, where appropriate.

Who is our Quick Value Sales programme for?

The Quick Value Sales skills programme is appropriate for anyone involved in the sale of products or services where one to three interactions are needed to secure a sale and buying decisions are made by one or two decision makers. It will suit face-to-face, virtual and telephone-based sellers operating in either business to business or business to consumer sales environments, who need a consultative sales approach that differentiates products and services against the competition, based on the customer's needs. Perfect for Sales Executives, Inside Sales Executives, Relationship Managers, Retail Assistants, Telesales Representatives, etc.

Why does our Quick Value Selling skills programme work?

- **Researched behaviour success model** – Our training isn't based on unsupported theory, but research into what happens in successful shorter cycle selling environments
 - **Incremental learning** – our programmes offer planning, practice, feedback and review time to build knowledge, develop behavioural skills and apply processes and tools
 - **Real world application** – prepare, plan, execute and receive expert feedback in our 'real world' sales simulations.
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Benefits for your business

- Create a customer-centred, needs-based approach to your sales process, which will result in more profitable deals
- Build process and tools to help sellers plan for successful sales
- Develop team skills that will successfully translate into your real-world sales challenges
- Deploy a common sales approach that unifies the face of sales throughout the organisation.

Benefits for sellers

- Identify what a great call/ shorter, more transactional sales outcome looks like
- Practice and understand opening, engaging in and successfully concluding a quicker, shorter sale
- Build the confidence to explore and understand if customer needs are problem or solution driven and apply different sales approaches.
- Increase the value of a sale to generate additional revenue and profit.