

Sales enablement from customer value messaging

Align sales and marketing around customer value

Course Leader: Ian Henley, Chairman, *ChangeBEAT – The Sales Enablement Company*

Who is it for?

Sales and marketing leaders in both large and small organisations who want to increase sales revenues and waste less time and money.

This workshop is not a free lunch; it's a meal ticket for life!

What is it about?

Would you like to sell more, bigger deals **and** reduce marketing and sales support costs? If you think “there’s no such thing as a free lunch”, consider these facts¹:

- 80% of all sales tools and marketing collateral items created by HQ are never used.
- 75% of what sales professionals do use is redeveloped from materials shared with peers.
- 22 hours each week are spent by sales professionals looking for sales collateral and other information, or creating new presentations and documents.
- £90,000 is spent by bigger companies, per sales rep, per year, on uncoordinated sales enablement activities

Poor sales and marketing alignment costs a fortune. But much worse, sales professionals are not properly equipped with the tools they need to sell. No wonder customers say that 58% of sales professionals are insufficiently prepared for meetings. No wonder they also say that suppliers lose one time in three as a direct consequence of poor selling.

“It’s the value, stupid”²

Technology companies struggle to align sales and marketing because it is hard to keep focused on what really matters – value to the customer. Customers just don’t care about technology, products, features, consultants or technicians.

They just want value “on a plate”.

But true customer value is elusive to define, hard to capture, difficult to articulate and challenging to communicate. The customer’s value perception depends on their job role, timeliness, financial benefits, business pressures, personal benefits and most crucially, their perception of cost and risk.

¹ Recent studies from Forrester, the IDC and the American Marketing Association

² To misquote Bill Clinton: “It’s the economy stupid”

How do you benefit?

This one day workshop shows you how to understand, define and express the value of your offerings. It shows you how to articulate it in a way that captures your customer's attention and how to create sales tools and marketing collateral that sells your value.

Course Overview

- Understanding your value
- The value creation cycle
- Articulating your value
- Aligning your value to the customer and their buying cycle
- Creating sales tools and marketing collateral that sells
- Using sales tools effectively in the customer conversation
- Sales enablement tools providers
- Gearing the organisation for sales enablement

The course includes substantial hands-on case study material and enables delegates to create a value definition for one of their own offerings.

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	One day
Time	09:30-17:00
Fee	Intellect members £395+VAT non-member £595+VAT