

TOP TIPS FOR VALUE-BASED SELLING

As part of a targeted approach, telemarketing can produce better ROI than most other channels. An open and dynamic conversation provides the perfect opportunity to present a compelling, value-based proposition, tailored to the specific needs of each prospect.

1 KNOW YOUR PROSPECT

Define what a 'good' prospect looks like. Analyse where you have had success, in which organisations, of what size, in which sectors? Then, look for more of the same



2 KNOW YOUR MARKET

Carry out independent market research to inform your strategy. Don't rely only on internal data or feedback from customer facing staff who may have a limited, short-term view.



3 SPEAK TO THE RIGHT PEOPLE

Identify the right contacts in those organisations. An IT Manager may understand features and functional benefits but other Decision Makers - CEO/CFO - will better appreciate the real business value - increased revenue, profitability, customer satisfaction.



4 MAKE A CONNECTION

Once you've found the right person, keep the conversation going and invest in the relationship. An emotional connection and trusted relationship is one of the main drivers of high value sales.

5 LISTEN AND UNDERSTAND

Maintain an ongoing dialogue and use open questions to understand your prospect's pain points and challenges. Tailor benefits to present a compelling proposition that specifically addresses those needs.



6 IDENTIFY VALUE

Communicate the value of your proposition. What do you offer that can't be replicated by your competitors. If your solution is more expensive, how much more money will you save, how much more revenue will you generate?



7 ALIGN YOUR TEAMS

Align your teams around shared priorities to deliver that value. If your sales team presents a proposition, this must be reinforced by marketing communications, and reflected in your service offering.

8 DRIVE CUSTOMER SUCCESS

Sustainable high value sales require a customer-centric approach. With a real understanding of your customer's challenges you can offer solutions and expertise that give them a competitive edge and drive their success.



9 BE GENUINE

...consistent and authentic. If you over-promise or fail to do what you say you will do, the relationship will fail. There is a limited universe for high value products and services, and your reputation is precious.



10 STAY FOR THE LONG HAUL

Selling based on value requires trust, particularly with high value sales involving longer buying cycles. Developing relationships and communicating complex propositions across complex decision making units takes time and patience.