The Sales Value Chain

Expressing Value and Capturing Attention at All Levels.

WHY A SALES VALUE CHAIN?

Business Acceleration

Higher Close Ratios

Larger Deals

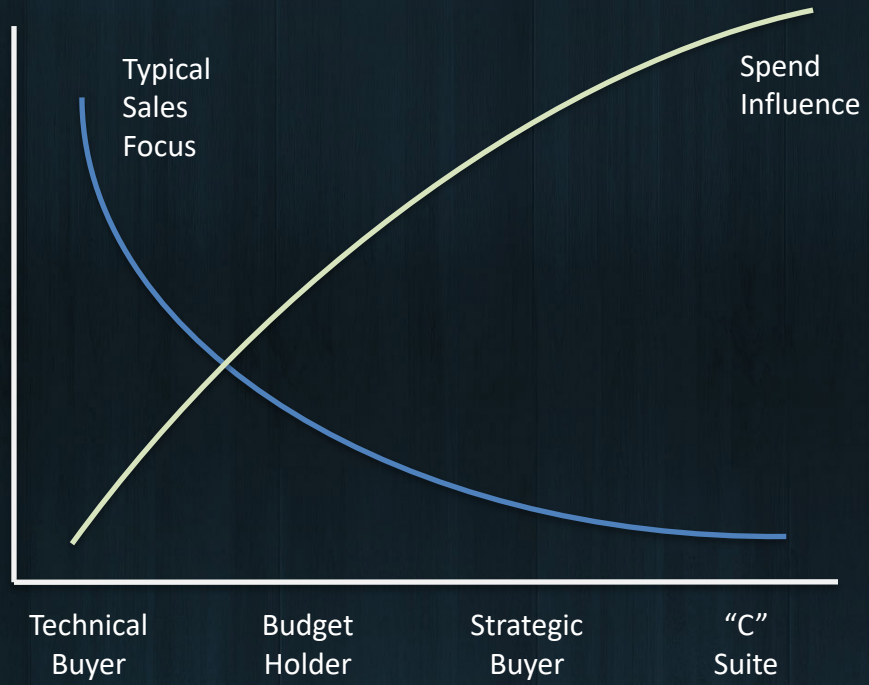
More Internal References

Faster Close Rates

WHY A SALES VALUE CHAIN?

To Stop Attacking the Wrong Problem…

To Capture More Spend…



I ALREADY HAVE A VALUE CHAIN…

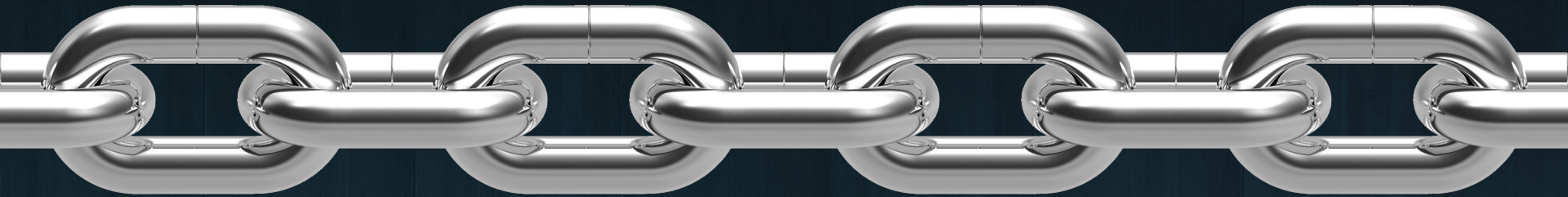
An undocumented or unknown value chain doesn't work.

An unused value chain is not a sales tool.

WHAT IS A SALES VALUE CHAIN?

The Magic Seven –

- A Clear Value Proposition
- Valuable Services/Products
- Identified Targets and Need
- Quantifiable/Verifiable Benefits
- Financial Analysis Model
- Consistent Application
- Constant Improvement



WHERE DO I START?

Go To School…

- Interview Customers
- Learn Needs and Expectations
- Important Strategic Goals
- Top Obstacles to Success
- "Why You?"
- "Why Not Them?"

WHERE DO I START?

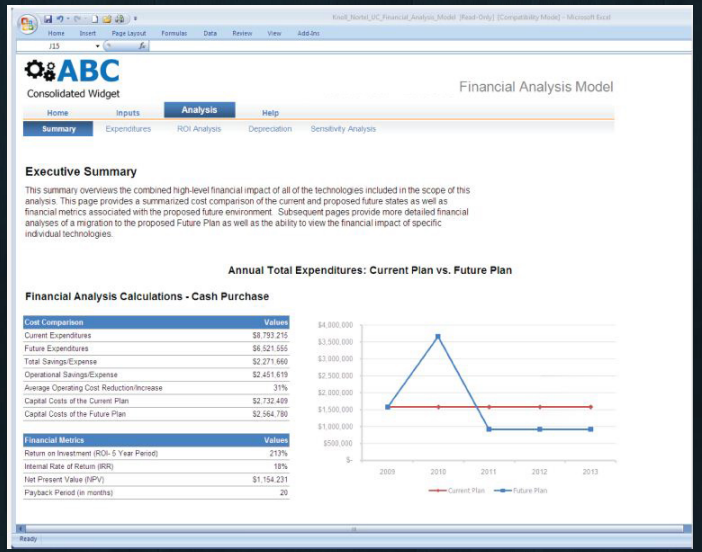
Value Proposition

- Identifies Specific Need
- Do Better than Anyone Else?
- Different than Competition
- Strategic > Tactical Benefit
- Easy to Understand
- Establishes Evaluation Criteria
- Applicable Across Organization

WHERE DO I START?

Financial Analysis Model

- Uses Prospect/Customer Input
- Focused on Business Issues
- Allows for "Worst Case"
- Demonstrates Monetary Value
- "Proves" Benefit(s)

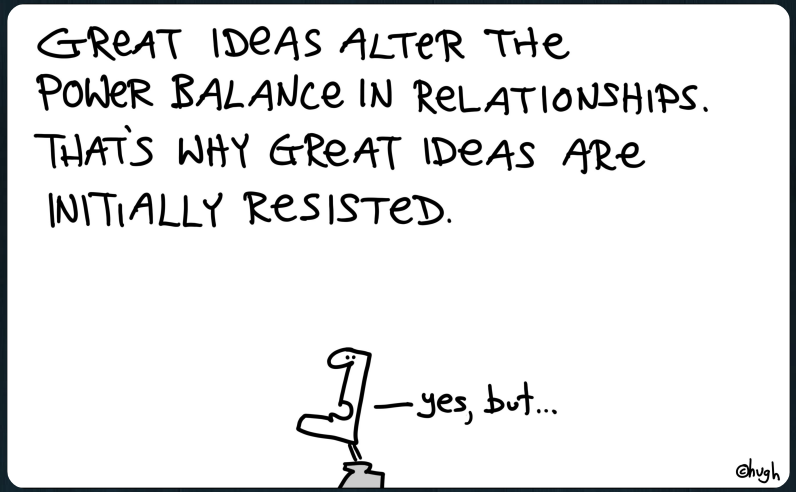


[ROI, IRR, NPV, …]

WHERE DO I START?

Package/ Deploy Everywhere

- Sales Training & Process Integration
- Collateral and Presentations
- Website
- Proposals & Quotations
- Customer Management Process



QUESTIONS.

Is This Right for Our Company? Right Now?

Are We Confident We Can Go There?

Do We Have Customer Relationships to Help?

How Can This Be Done, Without Disruption?

NEXT STEPS.

Identify High Level Scope, Timeframe, & Cost

Identify Core Team Members

Identify Candidate Companies for Assistance

Get Started…

The Afterburner Group

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