



# Capture Value™

## skills

## protect **margins** and **close complex deals**

### **your challenge**

Most organizations have circled the wagons when it comes to buying complex products and services. They're smarter than ever before, so they're knowledgeable about their requirements, and their options, and the price they think they should pay.

Getting beyond procurement requires getting out of the commodity price-driven conversions and using decision-making science to get to the heart of how and why your prospects make their buying decisions. Your salespeople need to stay focused on business value, instead of having to defend their price in procurement departments.

every **1%** increase in discounting your team gives results in an **8.7%** decrease in operating margins

### **what's going wrong?**

- Reps struggle to show why you are a better alternative to the status quo or competitors.
- Sellers can't navigate the the multi-buyer, consensus buying environment, causing you to give away too much value to keep deals moving.
- Difficulty justifying your pricing because your prospect insists that you are a commodity.

### **what if you could...**

- Create value that your prospects don't expect and differentiates you from their alternatives?
- Get more favorable decisions by building consensus among multi-party buying teams?
- Claim all the value you create and enjoy the premium price that comes with it?

## if...

You struggle to create and capture more value in the changing B2B sales environment...

You need a plan for aligning all players in a complex consensus-driven buying process...

You need skills to negotiate and claim a premium price more effectively...

## then...

Articulate value in your customer conversations by protecting margins and answering the "Why Pay?" question, and closing complex deals by answering the "Why Sign?" question.

## what it is

**Why Pay and Why Sign Decision-Based Training** follows our proven approaches for learning and applying new competencies.

### **flexible learning options:**

In our instructor-led training, participants view e-learning content for a pre-event knowledge transfer of the skills they'll be putting into practice. In the classroom, they work in groups to discover and apply concepts to their actual accounts and opportunities.

In our online training, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric, then practicing and submitting a video recording. They receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

### **ongoing reinforcement:**

Engage your team with a series of activities designed to accelerate adoption and help them apply their new skills to actual accounts and opportunities.

## what you gain

- Facilitate the decision-making process that rallies and aligns disparate decision makers around the prospect organization
- Negotiate the best possible price for your solutions and secure high-margin business
- Forge consensus in complex, multi-party decisions and guide the closing process through timely agreement