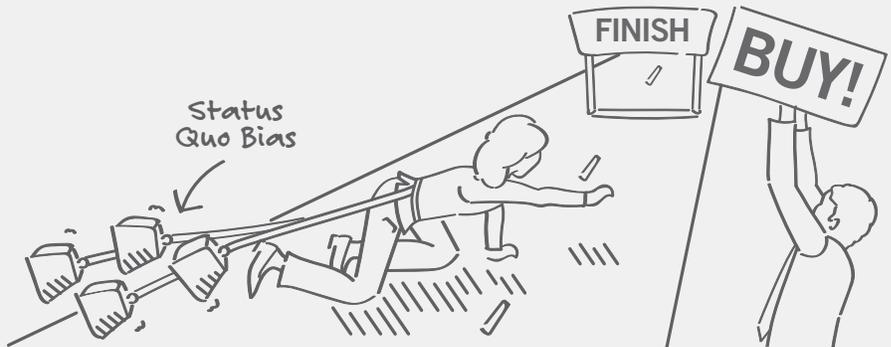


# CREATE VALUE SKILLS

More than 60% of qualified pipeline deals end in no decision and stick with their status quo.



## Business Challenge

You struggle to differentiate your solutions and avoid being seen as commodity provider. The reason? Too often, your salespeople have the mistaken belief that they're in a head-to-head battle against other suppliers. Everyone talks about the same capabilities in the same way.

The result? Prospects decide that you are all the same, and they either go with the lowest priced provider or decide to stick with the status quo.



## How This Affects You

- Without a compelling reason to change, prospects conclude that they can live with their current situation, leading to a “no decision” result.
- If your salespeople jump too early into “why you” conversations, you’ll end up wasting expensive resources for no payoff.
- Feature-function competitive battles commoditize your offerings, giving buyers no reason to choose you over the lowest priced option.



## What if You Could...

- Create urgency that moves your prospects away from the status quo?
- Build a buying vision that leads to the unique strengths of your solutions?
- Avoid feature-function competitive battles that result in smaller margins and stalled deals?

## If...

You've trained your salespeople on all of your products and sales processes, but they still can't get the customer to care enough to do something different...

Your stories don't do enough to clearly separate you from the competition...

You're struggling to justify the value you bring for the price you charge...

## Then...

You need Corporate Visions' **Create Value Skills**: a unique selling skills course based on the science of decision making.



## What it is

Built around a proven two-day agenda, Create Value Skills teaches salespeople how to have compelling, differentiated conversations at every stage of the buying cycle.

### Knowledge Training

View eLearning content for a pre-event knowledge transfer of the skills you'll be putting into practice.

### Hands-on Practice

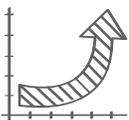
Apply your new skills to specific sales conversations at your in-person event. You'll work deals currently in your pipeline under expert guidance, and refine your approach through peer coaching.

### Just-in-Time 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.

### ROI Assessment

Track adoption, behavior change, and business impact with a 90-day post-training assessment conducted by a third-party performance measurement company.



## What You Gain

- The ability to avoid “no decision” opportunities by helping prospects see the need to change and the urgency to do it now.
- A story that drives separation between you and your competitors by emphasizing unique value that naturally points to your differentiation.
- Techniques to unstick stalled sales cycles, create more opportunities, and protect your pricing and margins.