



Sales Executives: The Essential Shift from Product-Led to Value-Centric



GENIUSDRIVE.COM

OUR SPEAKERS TODAY



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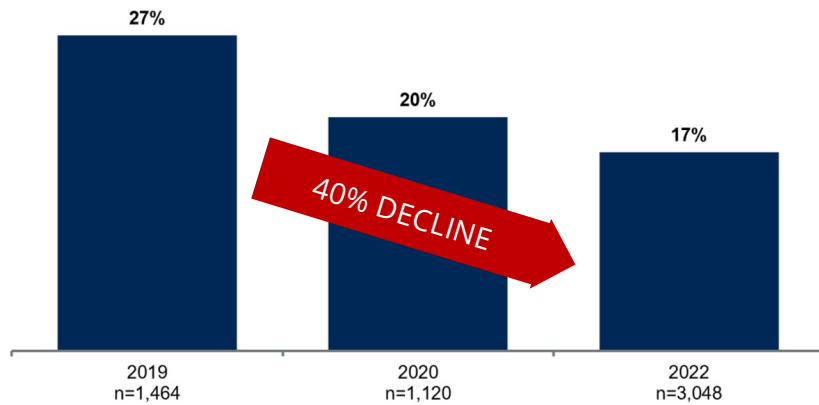
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ARE OUR CUSTOMERS HAPPY?

High-Quality – Deals In Decline for Major Technology Purchases



Source: Gartner, Inc.



of buyers express regret soon after finalizing a deal

(Gartner)

PURCHASE PESSIMISM PANDEMIC

- Consensus struggle with ever larger teams
- Doubts on composition and completeness of the team
- Compromises to appease others

- Lack of internal decision process step clarity
- Don't know best approach to make a good decision

- Unrealistic expectations
- Misunderstanding of solution capability
- Surprised by additional costs, resource requirements
- Shortfall on what is delivered

Gartner.

WHY IS VALUE SELLING SO IMPORTANT?

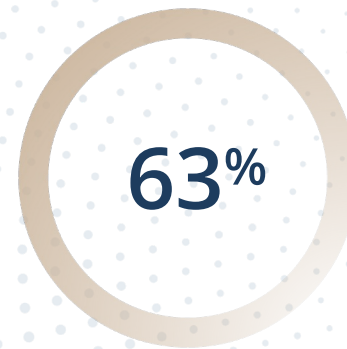


TOP PERFORMERS vs. MIDLERS & LAGGARDS

VALUE SELLING IS THE TOP CUSTOMER ENGAGEMENT CAPABILITY ACROSS 100 SKILLS and BEHAVIORS ACROSS 13 CATEGORIES



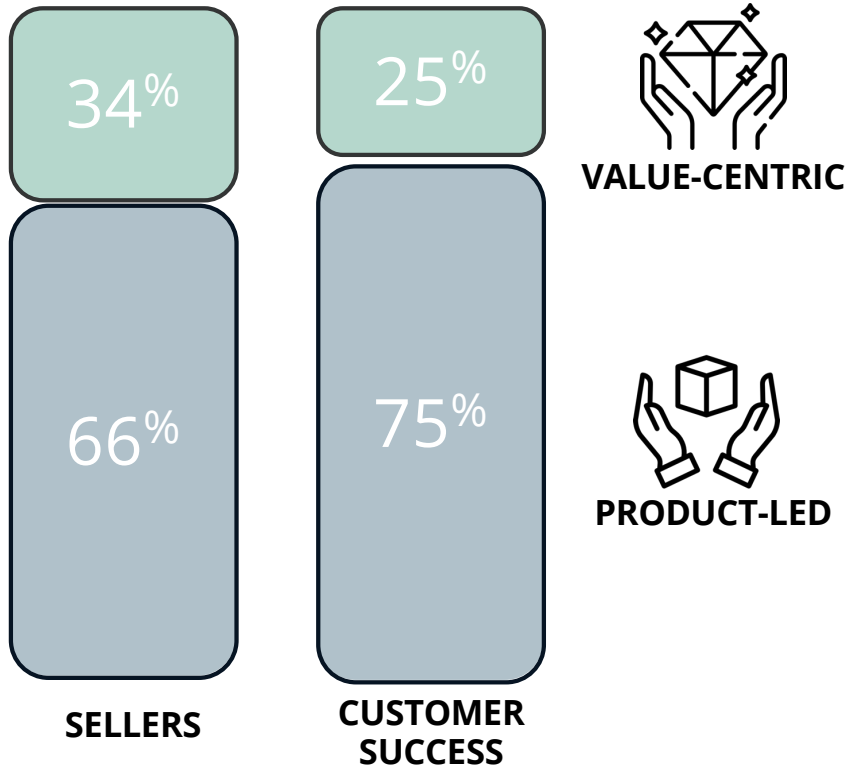
Deliver Persuasive Value Engagements, Presentations and Proposals



Build Strong ROI and Buying Cases

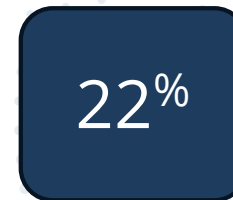
<https://geniusdrive.com/the-power-of-value-selling-what-sets-top-performers-apart/>

PRODUCT-LED vs. VALUE-CENTRIC?



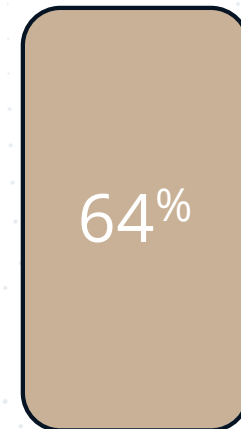
Too many of the commercial team are engaging with a Product-led vs Value-centric approach with buyers (*Finlistics*)

Most sellers don't think articulating value is challenging ...



Indicate that value is very challenging

Most buyers would disagree ...



of buyers say that the sellers they meet with aren't effective at articulating value.

WHAT DEFINES A GREAT VALUE PROGRAM?



The 7-C's of Value Program Excellence



CUSTOMER



COACHING



COMPETITIVE STRATEGY



CONTENT



COMPETENCE



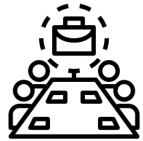
CALIBRATION



CUSTOMER SUCCESS

<https://geniusdrive.com/your-value-enablement-program-the-7-cs-to-guide-success/>

CHALLENGES TO GETTING VALUE RIGHT?



LACK OF EXECUTIVE SUPPORT



POOR PRICING STRATEGY



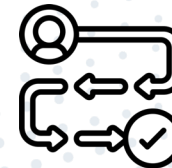
POOR ICP & PERSONA TARGETING



SALES & MARKETING MISALIGNMENT



TOO NARROW VIEW
OF VALUE

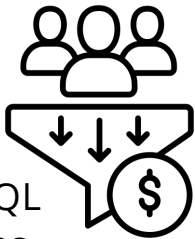


INCOMPLETE CUSTOMER
JOURNEY VIEW



NOT TREATING VALUE PROGRAM AS
A CHANGE MANAGEMENT JOURNEY

RESULTS WHEN YOU GET IT RIGHT?



Better MQL to SQL
conversion rates

Pipeline Growth

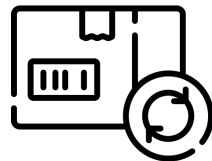
New Logo Acquisitions



Better Win Rates

Accelerated Close Times

Improved Deal Size



Better Renewal Rates



Accelerated Expansions

Q&A



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Thank You!

