

# VALUE AUTOMATION



[01101]

# MARKETING VALUE

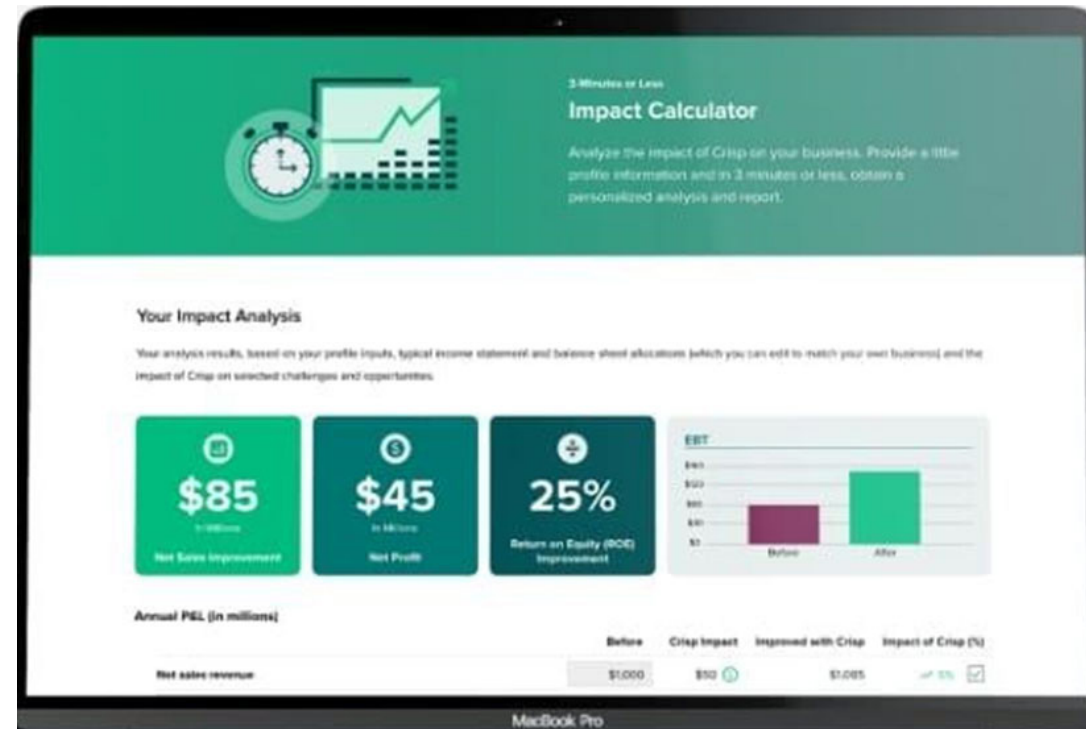
## AUTOMATION

Imagine every client has a clear understanding of the challenges to address, the differentiating value you deliver, and a credible business case to drive consensus and quicker approval.

Are your prospects empowered to do their own self-assessments to inspire change and clearly understand what value outcomes you can uniquely deliver?

B2B buyers seek out content to gain insights and help them make a more confident purchase decision. You can leverage this content to fuel marketing and outreach campaigns, to attract interest, generate more good opportunities, and inspire engagement.

Value automation solutions can empower your prospects directly with interactive self-service assessments and calculators for your website, to help them better understand and prioritize challenges and quantify the differentiating value, ROI and TCO advantages of your solutions.



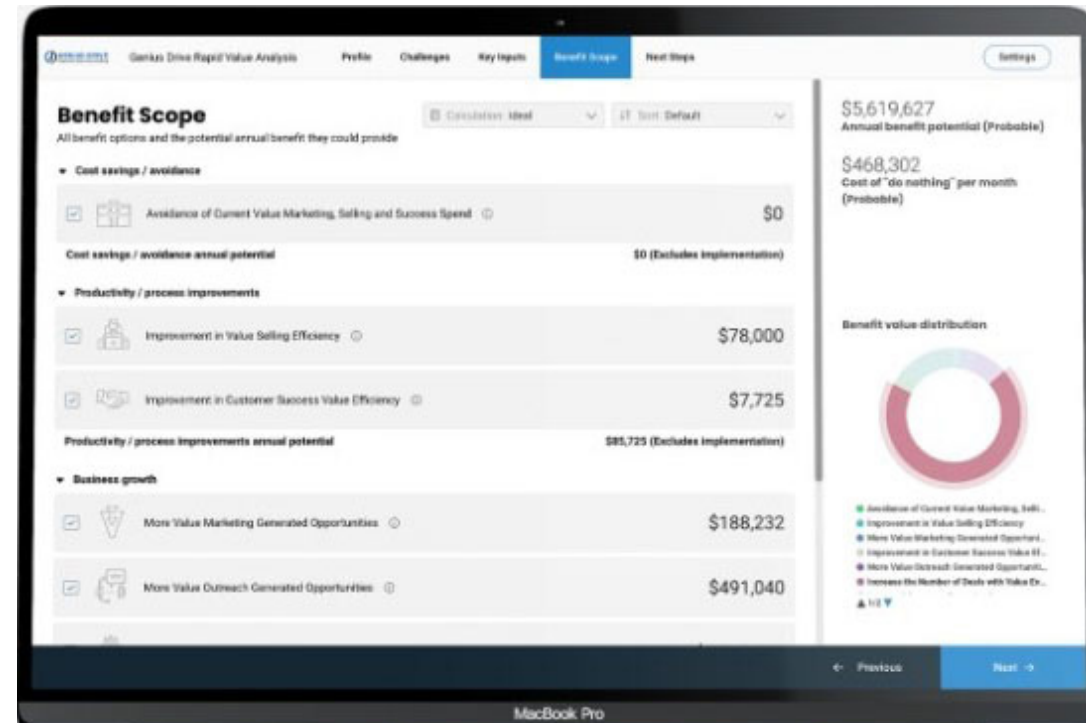
# SALES AND CUSTOMER SUCCESS VALUE AUTOMATION

## HOW QUICKLY CAN YOUR TEAM CREATE A STRONG CFO-READY BUSINESS CASE OR PROPOSAL?

Typically, sales and customer success teams spend 40+ hours working with business value consultants to discover value needs, prepare compelling value-centric presentations and deliver business case proposals.

It would be great to have value engagements on more deals, but this is constrained by how long this takes and not enough business value consulting resources, leaving value to only a small sub-segment of the largest deals.

Value automation solutions can be used directly by sales and customer success reps, as well as consulting team members, cutting the time to conduct good value discovery, create presentations, develop and evolve CFO-ready business case proposals from hours to minutes.





Experience value automation at its best. We've partnered with several leading value automation platform providers to help you select the right solution, for the right reasons, and at the right price. In fact, we wrote the first ever [Value Automation Buyer's Guide](#) so you can learn more about the available platforms in the market today and guide a confident selection, with our help.

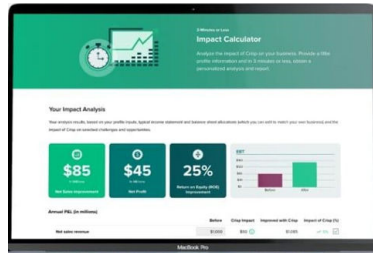
Our expert team will help you select the best, develop the models and framework, build-out and customize your platform with inspiring value storytelling, quantification modeling, and design services.

Plus, we'll empower your sales, specialist and success teams with training, certification, and deal support, assuring that the value automation is adopted and leveraged to best impact.

More qualified leads, Less stalled deals, More wins, Faster time-to-close, Less discounting, Better renewals.

Discover how your organization can achieve unparalleled value for every customer, in no time at all.

# TYPES OF VALUE AUTOMATION



## Website Value Calculator

Attract new prospects and generate better, more inspired sales opportunities with interactive, self-service value, ROI and TCO calculators. Deliver personalized analysis reports to fuel engagement and inspire action.

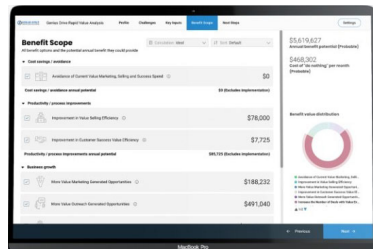
Checkout an example: [The Crisp Impact Calculator \(By Genius Drive\)](#)



## Maturity Assessment

Help customers uncover current challenges and guide improvement plans with an easy-to-use maturity assessment. Leverage for marketing, to attract, engage and capture more qualified opportunities, and with sellers and success reps to drive more consultative engagements.

Checkout an example: [The Plastic Bank Sustainability Maturity Assessment here](#)



## Value Proposal Platform

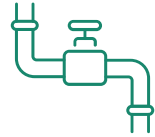
Create value presentations, CFO-ready business cases and customer success reviews at scale. Store and track value discovery and outcomes data centrally and seamlessly integrate value into your CRM, sales process and growth workflow.

Checkout an example: [Calculate The Benefits Of Genius Drive](#)

## THE IMPACT

Discover the extraordinary results achieved by organizations that embrace value automation. With the right design, training, certification, and unwavering support, you too can achieve great results.

For every day that you are not delivering value in every customer opportunity, your deals are closing at less than half of their potential.



**12%**

PIPELINE  
IMPROVEMENTS



**30%**

INCREASED WIN  
RATES



**20%**

INCREASED DEAL SIZE



**30%**

ACCELERATED SALES  
CYCLES



**24%**

INCREASED  
RETENTION RATES



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Genius Drive acts as an essential extension of our team, helping us to quickly codify our unique value story and transition our team from selling products to collaborating with our customers on savings and positive financial outcomes. With Genius Drive we rapidly enabled our marketing content to inspire action, and empowered our new sales team with the tools needed to credibly communicate and quantify our unique value to prospects.

– **KEN POWELL**,  
CHIEF REVENUE OFFICER, KIX

[Click here to read the complete case study](#)



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Leveraging the value expertise from Genius Drive, we were able to quickly revamp our go-to-market approach on differentiating value, generating new opportunities, better motivating customer buying journeys and credibly justifying client’s purchase decisions. For us, Genius Drive translated directly into a stronger competitive advantage and accelerated revenue growth.

– **CRAIG NELSON**,  
VICE PRESIDENT - SALES & MARKETING, TRIPTYCH

[Click here to read the complete case study](#)

# YOUR PARTNERS IN INSPIRED VALUE STORYTELLING



**THOMAS PISELLO**  
THE ROI GUY, PARTNER

Tom brings over thirty years of pioneering value storytelling and quantification experience. He is better known as “The ROI Guy”.

He is the former Founder and CEO of Alinean (Mediafly) and Interpose (Gartner) and has launched and advised startup technology firms, Full Armor and Connotate Technology.

He is the creator of “Evolved Selling Institute” and author of two bestselling books, “Evolved Selling” and “Frugalnomics”, as well as the self-help book: Growth through Grief.



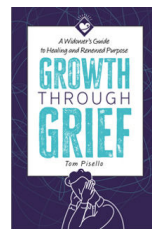
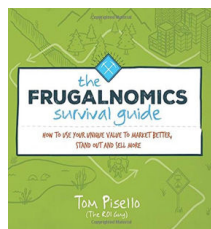
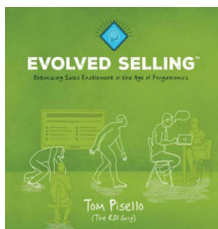
**APRIL MORLEY**  
PARTNER

April brings fifteen years experience in sales and launching, scaling and leading global value and strategy teams in the B2B software industry.

She led the value program at Alteryx for the last five years, driving both full-service value consulting services and self-service support for the field teams.

Her teams influenced over \$300M in revenue annually and led to 2–3x deal size increases and 20+ percentage points increase in win rates.

She holds a Bachelors degree in Marketing from the University of Florida and an MBA from Duke University.



Elevate your customer connections and drive revenue by defining your unique value story. Contact Us to Begin your Journey of Inspired Value Storytelling