



INSPIRED VALUE STORYTELLING TRAINING AND CERTIFICATION

CONNECT, INFLUENCE, AND CLOSE DEALS WITH IMPACT!

Are you ready to take your sales game to the next level? Explore the immersive Inspired Value Storytelling Program designed to transform the way your teams engage with customers and drive results.

In this dynamic program, your teams will learn the art of value selling and storytelling from industry experts who have mastered the craft. Discover how to:

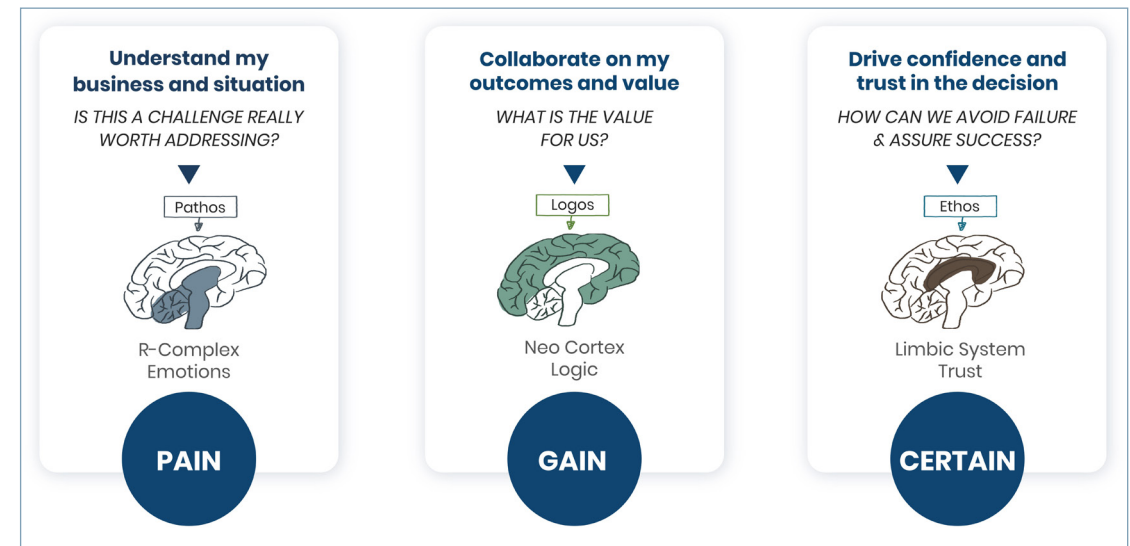
- Uncover the unique needs and challenges of each customer through effective discovery techniques.
- Quantify the value of your solutions and articulate their benefits in a compelling manner.
- Craft persuasive sales presentations that resonate with your audience and differentiate your offerings from competitors.

WHY VALUE STORYTELLING?

The methodology is grounded in Neuroscience to help push the three buy buttons in the brain: Emotions by focusing on pain, Logic by focusing on the Gain, and Trust by focusing on building certainty in the decision.

- **Gain Advanced Skills:** Elevate your sales approach with advanced techniques in value selling and storytelling.
- **Drive Results:** Learn how to create meaningful connections with customers and close deals with impact.
- **Interactive Learning:** Engage in hands-on activities and real-world scenarios to apply your newfound skills immediately.

The Three Buy Buttons



PURPOSE OF THE TRAINING

The primary purpose of this training is to equip sales teams with advanced skills in value selling and storytelling, enabling them to create more meaningful and impactful connections with customers. Through this training, participants will learn:

- **Outreach:** Techniques to engage potential customers through compelling communication that emphasizes the value and benefits of their solutions.
- **Discovery and Value Quantification:** How to effectively uncover the unique needs and challenges of each customer, quantify the value of potential solutions, and tailor their approach to offer the most relevant solutions.
- **Presentations:** Crafting and delivering persuasive sales presentations that resonate with the audience, clearly conveying the value proposition and differentiating their offerings from competitors.

This training is designed to transform the traditional sales approach into a more customer-centric and value-driven strategy, fostering stronger relationships and trust with clients.

EXPECTED OUTCOMES:

1. Conduct Effective Discovery:

- Master the art of asking the right questions to understand customer needs deeply.
- Analyze and interpret customer information to identify key opportunities for value addition.

2. Enhance Outreach Strategies:

- Develop tailored messaging that speaks directly to the customer's pain points and aspirations.
- Leverage insights to educate prospects about the impact of their pain points

3. Deliver Compelling Presentations:

- Create engaging and persuasive presentations using the PIVOT framework that highlight the unique value proposition of their offerings.
- Employ storytelling techniques to make their pitch more relatable and memorable.

4. Build Strong Customer Relationships:

- Establish credibility and trust through a consultative selling approach.
- Effectively communicate the long-term benefits and ROI of their solutions.

5. Drive Sales Success:

- Increase conversion rates by aligning the product or service benefits with customer needs.
- Foster ongoing customer engagement leading to repeat business and referrals.

WHO CAN LEVERAGE VALUE STORYTELLING?

Our Value Storytelling Training is crafted for all go-to-market teams, each playing a vital role in the customer journey and business expansion:

- **Sales Teams:** Empowers sales teams with storytelling techniques and the language of value to enhance engagement and increase sales.
- **Customer Success Teams:** Equips customer success team with storytelling skills to improve communication and customer retention.
- **Sales Engineering Teams:** Provides sales engineers with the ability to blend business focus with technical information to provide more compellingly customer experiences.

- **Business Development Teams:** Enables business development teams in using storytelling to articulate the value of your solution during outreach and discovery.

These skills are essential for any team member involved in conveying the value of products or services, ensuring that your message resonates with your audience and drives results.



EXPECTED BENEFITS

Participants will gain from the training in several key areas, directly impacting their effectiveness and contributing to organizational growth:

- **Improved Customer Relationships:** Team members can create deeper connections with customers, fostering trust and loyalty.
- **Increased Win Rate:** Effective storytelling and value articulation enhances proposal persuasiveness, leading to a higher likelihood of winning deals.
- **Deal Size Increase:** By addressing the challenges customers care most about, and highlighting the full value of your solution, you can expand the average deal size.
- **Sales Cycle Acceleration:** Aligning with your customers needs and clearly articulating value can expedite decision-making processes, shortening the sales cycle.
- **Reduced Discounts:** Demonstrate the unique value of your offerings, reducing the need to offer discounts to close deals.



INSTRUCTOR-LED VALUE TRAINING AND CERTIFICATION

TRAINING AGENDA

<p>Module 1: Why is Value so Important?</p> <ul style="list-style-type: none"> • The Value Gap • What Customers Want and Need • Three Buy Buttons 	<p>Module 2: Better Understand Your Customer's Business Situation</p> <ol style="list-style-type: none"> 1. Value Discovery Techniques <ul style="list-style-type: none"> • MAP • Explore Questions • Socratic Questioning • Prompting with Insights 2. Value Discovery Workshop 	<p>Module 3: Collaborate on Buyer Outcomes and Value</p> <ol style="list-style-type: none"> 1. Value Quantification Concepts <ul style="list-style-type: none"> • Cost Avoidance • Productivity Improvements • Risk Avoidance • Growth 2. Value360 Tool 3. Value360 Workshop 	<p>Module 4: Drive Trust in the Decision</p> <ol style="list-style-type: none"> 1. Value Confidence Techniques 2. Value Confidence Workshop: Listening Mirror 	<p>Module 5: The Power of Value Storytelling</p> <ol style="list-style-type: none"> 1. What makes for a Good Value Story 2. Value Storytelling framework 3. Storytelling Workshop: Crafting a Value Presentation and Proposal 	<p>Module 6: Activating Your Inspired Value Storytelling</p> <ol style="list-style-type: none"> 1. When and Where to Leverage 2. Engaging Customers 3. Conducting Workshops 4. Handling Objections 5. Resources and Support
<p>Certification Test</p> <p>Certification Validation – Workshop Review</p>					

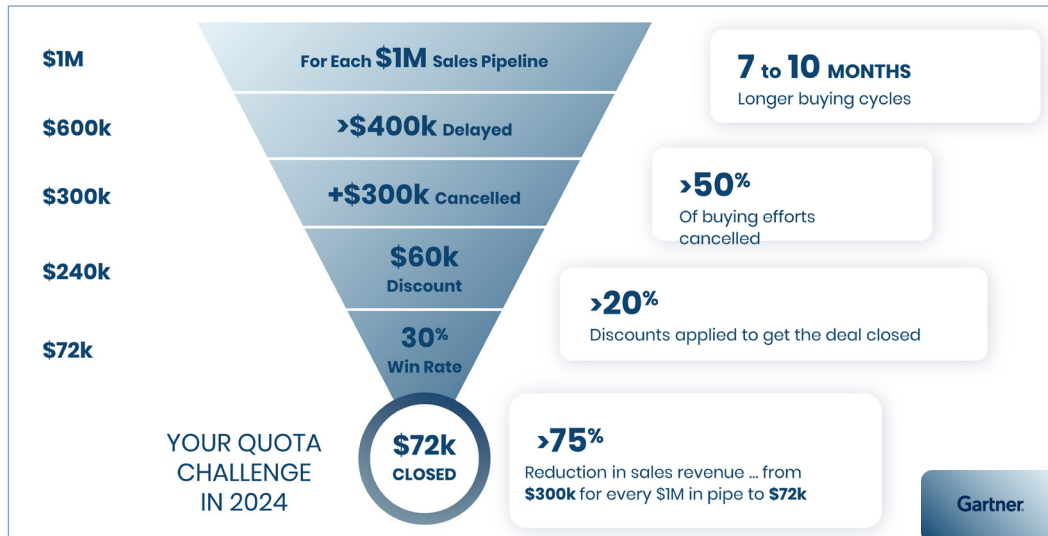
WHAT TO EXPECT

1	2	3	4	5
Expert Insights to Motivate Change	Value Selling Techniques and Skills Workshops	Value 360 Tool Training	Value Storytelling Presentations & Proposals	Activation Skills – How to Engage & Deliver

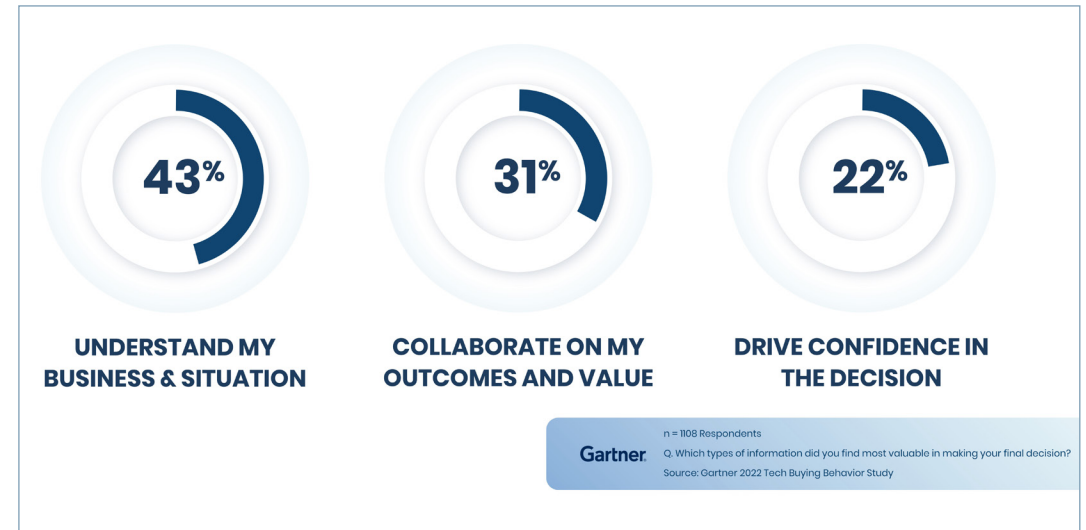
EXPERT INSIGHTS TO MOTIVATE CHANGE

Our training program delivers expert insights that inspire field teams to embrace change. With practical advice and innovative solutions, we empower your teams to transform their sales approach effectively.

Economic Uncertainty & The Value Gap




What A Buyer Wants, What A Buyer Needs



VALUE SELLING TECHNIQUES AND SKILLS WORKSHOPS

Our approach includes delivering practical Value Selling Techniques through interactive Skills Workshops. These sessions provide hands-on learning experiences that reinforce essential skills and empower your sales teams to apply them effectively in real-world scenarios.


Value Discovery – M-A-P



M

Motivations for Change


- **Pains** – Pain points they are experiencing that you know you can help with. Pain points they may not know they need to address, but should
- **Impacts** – The cost of "Do Nothing" including overspending, inefficiencies, risks and growth constraints / lost opportunities. KPI impacts from the Pains.
- **Strategic goals and objectives** – How solving the Pains could help to deliver on strategic initiatives, goals and objectives (essential for executives)
- **Compelling event(s)** – a compelling event (new regulation, product launch, trade show)



A

Alignment

- **Use cases** – Where your solution can uniquely solve the buyer's pains
- **Solution criteria** – What is important in a solution and how you align (or don't) to what they need
- **Competition** – What the status-quo legacy is, and other providers and approaches being considered
- **Desired business outcomes** – specific KPI impacts they are looking to achieve and which the use cases can deliver



P


Process for the Decision

- **Who is involved** – Champion, Economic Buyer, Direct Stakeholders, Indirect Reviewers and Gatekeepers
- **Process steps** – Uncover their process steps, reviews and hurdles for decision making (or better, help them understand what steps assure a good decision and success)

Value Discovery – Worksheet Exercise

Pains You are Journeying Away From?

Pain points the buyer is experiencing with the status quo. Pain points they may not know, but should address




Impacts of Staying?

The cost of "Do Nothing" including overspending, inefficiencies, risks and growth constraints / lost opportunities. KPI impacts from the Pain

Compelling events driving the urgency of solving the Pain

On the Journey With You?

List all the customer's decision-making stakeholders and their roles, highlighting the Champion and Economic Buyer



What's Holding you Back?


List the decision process elements and the barriers and risk aversions holding the organization back from moving forward with the decision

List the competition – status quo and other providers / options

Strategic Goals / Vision for a Better Future?

How solving the Pains could help to deliver on strategic initiatives, goals and objectives (essential for executives)

The vision for a better future including the use cases and solution decision criteria.



Outcomes Anticipated?

List the anticipated, business outcome KPI improvement anticipated (Metrics) including: reduced costs, improved productivity / processes, reduced risks, improved growth opportunities

VALUE 360 TOOL TRAINING

Anticipate learning from the leading industry expert: The ROI guy, Tom Pisello, the founder and long-time CEO of Alinean (now Value 360) and April Morley, former Value 360 customer and self-service software adoption expert.

Value Quantification – The Value Matrix



FINANCIAL PLANNING AND ANALYSIS (FP&A) CHALLENGES

- Transition from Spreadsheet to Unified Actions**
- Leading Strategic Planning Role**
- Data Access and Analysis Challenges**
- Struggle to Optimize Spending**
- Investment Analysis Limitations**
- Time-consuming manual reconciliation, modeling and data preparation**
- Extensive Data Wrangling and Analysis**
- Spreadsheet Limitations**
- Manual Data Reconciliation and Analysis**
- Labourious Monthly Data Updates**
- Error Detection and Correction**
- Regulative Reporting Tools**

FINANCIAL PLANNING AND ANALYSIS VISION CREATION

- Empower Business Groups**
- Shift from Reactive to Proactive**
- Reduce Manual Dependence**
- Enhance Job Satisfaction**
- Streamlined Monthly Updates (Automated)**
- Reduce Need for Outside Support**
- Increased Flexibility in Planning (Real-time)**
- Risk Reduction**
- Team Engagement (Deliveroo)**

GROWTH CONSTRAINTS

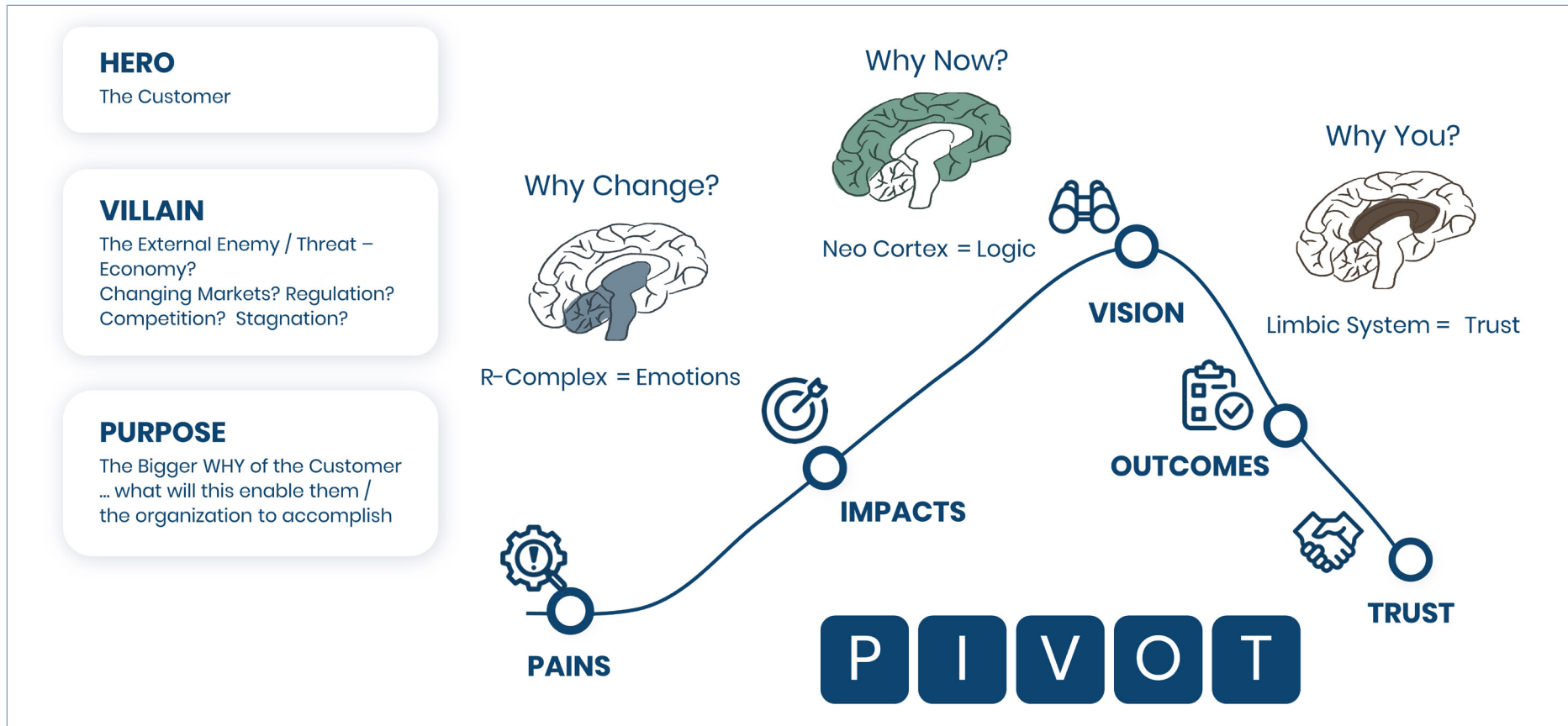
- 63%** of FP&A leaders believe they may need to double their FP&A budget by 2025.
- 85%** of FP&A leaders are looking for ways to improve their FP&A process.
- 30%** of FP&A leaders believe they are not getting the most out of their FP&A tool.
- 61%** of FP&A leaders believe they are not getting the most out of their FP&A tool.
- 78%** of FP&A leaders believe they are not getting the most out of their FP&A tool.
- 12%** of FP&A leaders believe they are not getting the most out of their FP&A tool.

Quote: "We are now saving hours every week, which not only adds more value to Deliveroo but also ensures our teams are more engaged and less overworked." - Christodoulos, Head of FP&A, Deliveroo

VALUE STORYTELLING PRESENTATIONS & PROPOSALS

Discover how we seamlessly integrate value with storytelling techniques to craft compelling presentations and proposals that resonate with your audience.

Inspired Value Storytelling For Your Business



ACTIVATION SKILLS – HOW TO ENGAGE & DELIVER

Participants will acquire activation skills, learning how to effectively engage and deliver their message, where and how to engage prospects, and techniques for overcoming objections.

Leveraging Inspired Value Storytelling

From the first engagement to the last ... leverage the PIVOT storytelling method and guide content to fuel EVERY communication and engagement

Buyer's Journey



MEET THE TEAM



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.



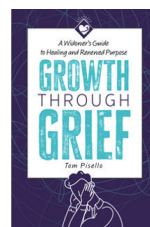
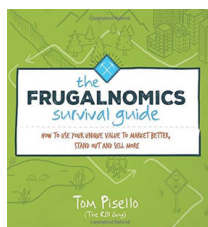
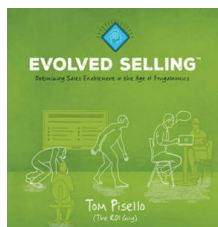
APRIL MORLEY
PARTNER

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.



Transform your sales team into revenue-generating powerhouses! Elevate your organization’s success with Inspired Value Storytelling. Contact us now to learn more and provide this game-changing program for your field teams!