



# BUSINESS VALUE FRAMEWORK

## QUANTIFY YOUR DIFFERENTIATING CUSTOMER BUSINESS VALUE

Go-to-market teams are frequently tasked with proving the tangible value of their solution to prospects and customers. Yet, many struggle to quantify and communicate this value effectively due to the lack of a consistent business value model. This absence leaves the vital “golden thread of value” disconnected across the sales process—from prospecting and discovery to closing and customer success.

Teams often find it difficult not only to compile personalized business value and ROI calculations for each prospect but also to link these insights directly to the buyer’s pain points. Without the ability to weave this data into a cohesive, compelling value narrative, sales efforts fall flat, and customer success teams miss opportunities for expansion.

### WHAT IF THERE WAS A BETTER WAY?

Introducing the **Business Value Framework**—a comprehensive system designed to empower your sales and customer success teams with the tools they need to quantify and articulate your unique value proposition at every touchpoint of the customer journey. From the initial discovery to post-sale retention and expansion reviews, this framework ensures a seamless, data-driven narrative that resonates with your prospects and customers.

Our Business Value Framework goes beyond basic models by delivering a full-fledged, customizable approach that includes essential output reports and the flexibility to be integrated into your current processes. It’s the critical first step before scaling to automation, allowing teams to field-test and refine their value articulation methods.



# BUSINESS VALUE FRAMEWORK SERVICES

## 1. COLLABORATIVE WORKSHOPS

Engage with our expert facilitators in hands-on workshops designed to collaborate with your internal sales, marketing, and customer success teams. We'll work together to identify:

- Key business value discovery questions
- Use cases and real-world scenarios
- Value drivers and KPIs that matter to your customers
- Metrics for quantifying customer impact

This ensures that your team is aligned on the key areas of value discovery and can tailor messaging to resonate with buyers.

## 2. FRAMEWORK DEVELOPMENT

Our team will build out a complete Business Value Framework that supports every phase of the customer lifecycle. From early-stage discovery through to value proposition development and post-sale customer success engagements, we'll design a system that:

- Clearly links your product's capabilities to the customer's needs and pain points
- Defines the metrics for value realization, ensuring your solution is positioned as indispensable
- Provides the foundation for scalable business case development and value reports

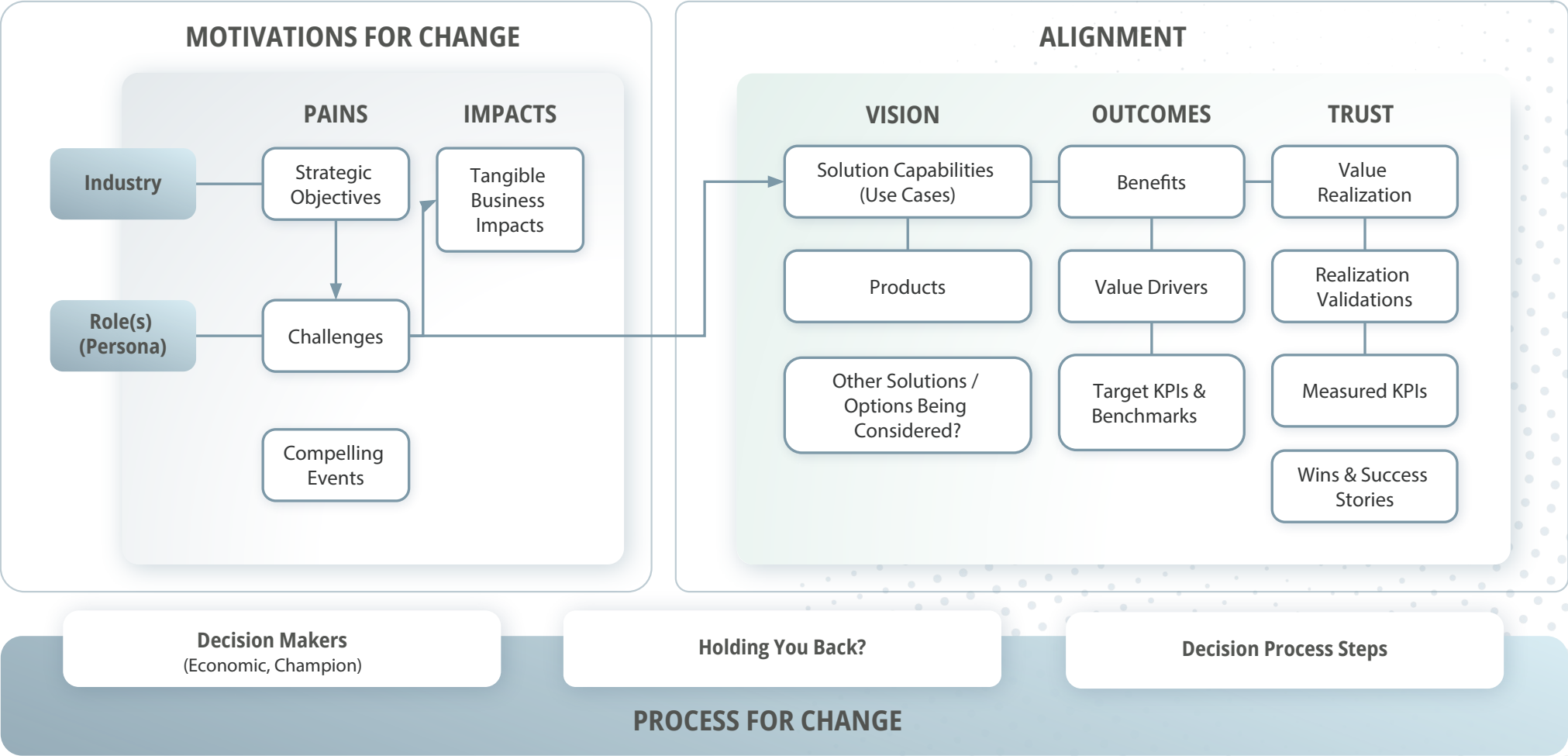
## 3. CUSTOM SPREADSHEET AND DELIVERABLES

We develop easy-to-use, tailored spreadsheets and storytelling presentations that support every step in your sales and customer success process. These customizable tools include:

- Dynamic ROI calculators
- Business value models that adapt to each customer's situation
- Engaging visual reports that simplify complex data for customer presentations



# MAP YOUR BUSINESS VALUE



## KEY BENEFITS OF THE BUSINESS VALUE FRAMEWORK

- **Streamlined Communication:** Codify your process for value communication into a standardized yet flexible framework, ensuring consistent and concise messaging throughout the customer lifecycle.
- **Enhanced Buyer Journey:** Equip your team with the essential questions, selection criteria, value calculations, and storytelling techniques for each stage of the buyer's journey. This ensures that value is clearly communicated and perceived at every interaction.
- **Increased Credibility:** Gain the trust of your prospects and customers with third-party validation and professional support from **Genius Drive**, boosting the credibility of your value propositions.
- **Accelerated Value Delivery:** Enable your teams to deliver tangible business value more quickly through intuitive spreadsheets and presentations. For even greater speed and consistency, explore automation options with our **Business Value Automation Platform**.



## 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.



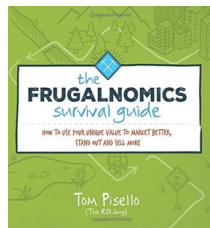
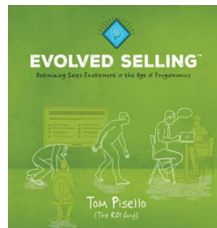
**APRIL MORLEY**  
PARTNER

**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!