

VALUE ENGAGEMENT SUPPORT KICKSTART

PARTNER WITH YOUR TOP CLIENTS TO ARTICULATE AND QUANTIFY VALUE

Customers require financial justification to make purchasing decisions more than ever before. Sellers, without the right framework and support, fail to effectively leverage value in their customer engagements, resulting in missing opportunities to demonstrate value to clients - something that buyers absolutely expect and require.



What does the research tell us?

Over **61%** of sellers missed quota in 2023. (Pavillion)

Almost **2/3rds** of deals aren't lost to the competition, but to the status quo. (Pavillion)

70% of B2B buyers say they need financial justification for better, more confident purchase decisions. (Gartner).

To elevate quota performance to better inspire purchases and deliver on outcome expectations, solution providers need to establish a codified and standardized method for value discovery and quantification and a framework for presenting value to their customers in a business case. Especially in the early stages, sellers benefit from direct support in client engagements to better perform discovery, quantify value, and present financial justification.

What if you could leverage a team of value experts to quickly and cost effectively establish your business value framework and support the field in delivering customized value justifications to your top clients?

Program Overview

Our Value Engagement Support Kickstart program is a targeted 3-month initiative designed to help your organization establish a field validated business value framework and business case, while engaging five of your top accounts to discover value and deliver CFO-ready business cases.

Our **Value Superstars**—seasoned value consulting leaders with extensive industry experience—conduct thorough value discovery sessions, develop customized financial models, and validate them by creating CFO-ready business cases in partnership with your sales team for five new opportunities or existing customer accounts (value realization).

With a dedicated time commitment each month, this program provides the foundation you need to quickly launch a value selling program and have the business value framework spreadsheet and business case presentation to begin scaling your program to more and more deals and customers.

Program Timeline

● **Month 1:** Value Discovery and Initial Model Creation

● **Value Discovery Workshop:** Conduct internal workshop to identify business challenges for key personas and industries, value drivers, and your unique competitive value differentiators.

● **Data Collection:** Gather existing performance metrics, financial data, and qualitative insights.

● **Initial Model Development:** Create the first version of the customized value quantification model and develop the initial business case presentation.

● **Collaborate on Top Accounts:** Collaborate closely with your leadership team to select up to five key accounts - pre-sales or a combination of pre-sales and existing accounts. Schedule strategy calls with the account teams.

● **Month 2:** Model Refinement and Account Selection

● **Model Refinement:** Refine the value quantification model based on feedback and additional discovery data from customer engagements.

● **Business Case Development:** Begin building pre-forma business cases for the selected accounts, leveraging the refined model.

● **Stakeholder Collaboration:** Present the business cases to key stakeholders and facilitate alignment sessions to discover key metrics, collaborate on the analysis, securing buy-in and support for the initiatives.

Month 3:

Business Case Finalization and Stakeholder Alignment

- **Final Business Cases:** Complete and polish the business cases for the selected accounts.
- **Presentation Preparation:** Finalize CFO-ready business case presentations, incorporating feedback and ensuring alignment with strategic objectives.
- **Presentation Delivery:** Help the sales team present the results, as needed, to the buying team, economic buyers and executives, helping to secure the win, accelerate the decision and improve deal size.

Expected Deliverables

With the **Value Engagement Support Kickstart** program, you will receive a targeted set of deliverables designed to establish a solid value management foundation and propel your strategic growth. These deliverables include:

1. Customized Value Quantification Model

- **Tailored Financial Model:** We develop a single, comprehensive value quantification model in spreadsheet format, specifically designed to align with your unique business objectives and goals.
- **Projected Outcomes:** The model provides discovery for key metrics and clear calculations of projected benefits and financial outcomes.

2. Business Case Presentation Materials

- **Presentation Template and Slides:** Professionally designed presentation template and specific customer slides that visually communicate the key components of your business case, including challenges, before vs. after, financial justification, data visualizations and a value storytelling narratives.

3. Stakeholder Presentation Support

- **Presentation Facilitation:** Assistance in preparing and delivering your business case to key stakeholders, champions, and executives through both onsite and virtual meetings, to perform discovery, collaborate on results, deliver the business case and answer key questions.

4. Actionable Roadmap for Future Value Initiatives

- **Strategic Roadmap:** A clear and actionable roadmap outlining the next steps for expanding and sustaining your value program beyond the Kickstart program.

Key Benefits

- **Improve Win Rates, Accelerate Decisions and Improve Deal Size:** Organizations with a value-based selling program achieve higher win rates, larger deals sizes, and accelerated sales cycles. For the five deals we engage in, deliver these results directly.
- **Quick Program Launch:** Drive key strategic deals immediately and obtain a professional business value framework spreadsheet and business value presentation in record time, compared to what it would take to hire and onboard a value consultant / engineer.
- **Senior Expertise at a Fraction of the Cost:** Our Value Superstars deliver high-impact work at a fraction of the cost compared to building an in-house team or hiring full-time experts. Our elastic approach allows you to scale on demand, ensuring flexibility and affordability as your business needs evolve.

Why the Kickstart?

By committing to the **Value Engagement Support Kickstart** program, you're investing in a structured and expert-led approach to getting value immediately into five strategic deals and going a long way to building your value program. The Kickstart will set the foundation for an ongoing value program that drives measurable improvements in your sales, retention and expansion performance,



"It was important to show my team that you can't just solve technical problems. You have to shape business outcomes and you do that by having the CFO-ready business case.

I didn't have the resources in-house and we were in a competitive situation. I knew the competitor would have an army of consultants that could show how they can support the client better than we could. We needed to tie metrics to the business and connect on outcomes and align with each customer professionally and personally. I knew that if we did that, we could punch above our weight and compete. It has been fantastic engaging with Genius Drive."

— Aloysius Boyle, CEO at Caveonix Inc.

Frequently Asked Questions

What is a fractional value consulting program?

Our fractional value consulting program provides expert-led value consulting services on a part-time basis, allowing you to benefit from top-tier expertise without the commitment of a full-time hire.

How will this program benefit my organization?

The program helps you establish a solid foundation for your value program, quantify and present business value effectively, and align your initiatives with strategic goals, ultimately driving informed decision-making and sustainable growth.

What kind of commitment is required from our team?

We require active participation in the 1.5 hour workshop from stakeholders across Sales, Marketing, Product, etc, to ensure alignment on your value proposition. The account team and direct leadership will participate in account strategy sessions, business case reviews, customer meetings, data collection, and presentations to ensure the business case aligns with your customer strategy.

Empower your business with the Value Engagement Support Kickstart program and pave the way for strategic, value-driven growth. Partner with us and transform your value initiatives into tangible, impactful results.

Contact Us At
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