

THE 2025 VALUE AUTOMATION BUYER'S GUIDE



What Every GTM Leader Needs to Know



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THE B2B VALUE IMPERATIVE

>50%

Of buying efforts are cancelled
w/o a decision.¹

**Deals are Failing
to Close**

>20%

Discounts applied to get the
deal closed.¹

Reliance on Discounts

>2/3^{rds}

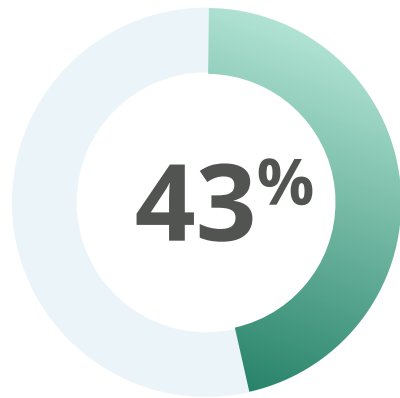
Of B2B buyers indicate
REGRET before the ink has
dried, leading to a 25% decline
on gross retention.¹

Renewals are At Risk

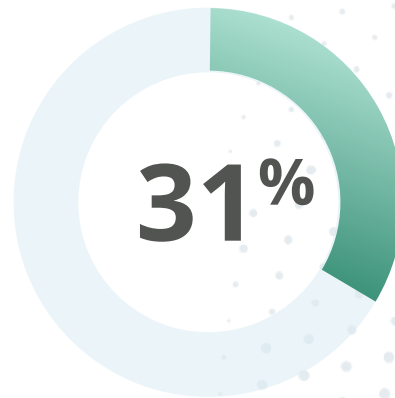
**WHAT CHANGES IN DEMAND ARE YOU SEEING FOR VALUE PROGRAMS &
AUTOMATION?**

WHAT A BUYER WANTS = BUSINESS VALUE

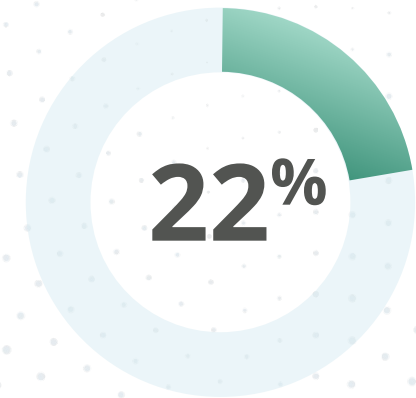
Top 3 Factors for Buyers Saying “Yes” and believing it was a High-Value Decision:



**UNDERSTAND MY
BUSINESS & SITUATION**



**COLLABORATE ON MY
OUTCOMES AND VALUE**



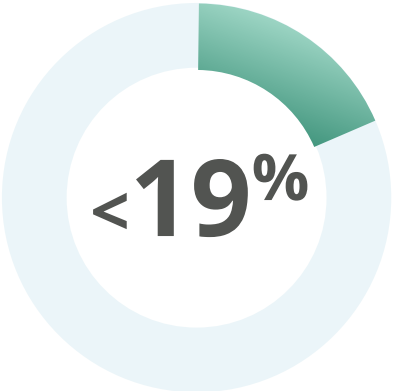
**DRIVE CONFIDENCE IN
THE DECISION**

HOW DOES VALUE HELP TO DELIVER WHAT A BUYER WANTS AND NEEDS?

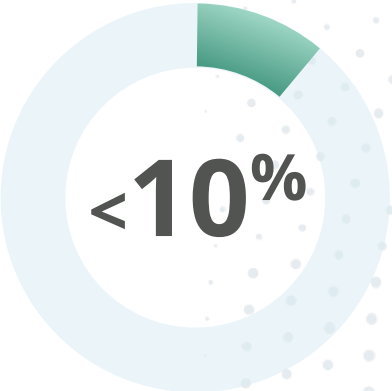
Gartner

THE VALUE ADOPTION CHALLENGE

Adoption of Value Remains Low:



SALES ADOPTION

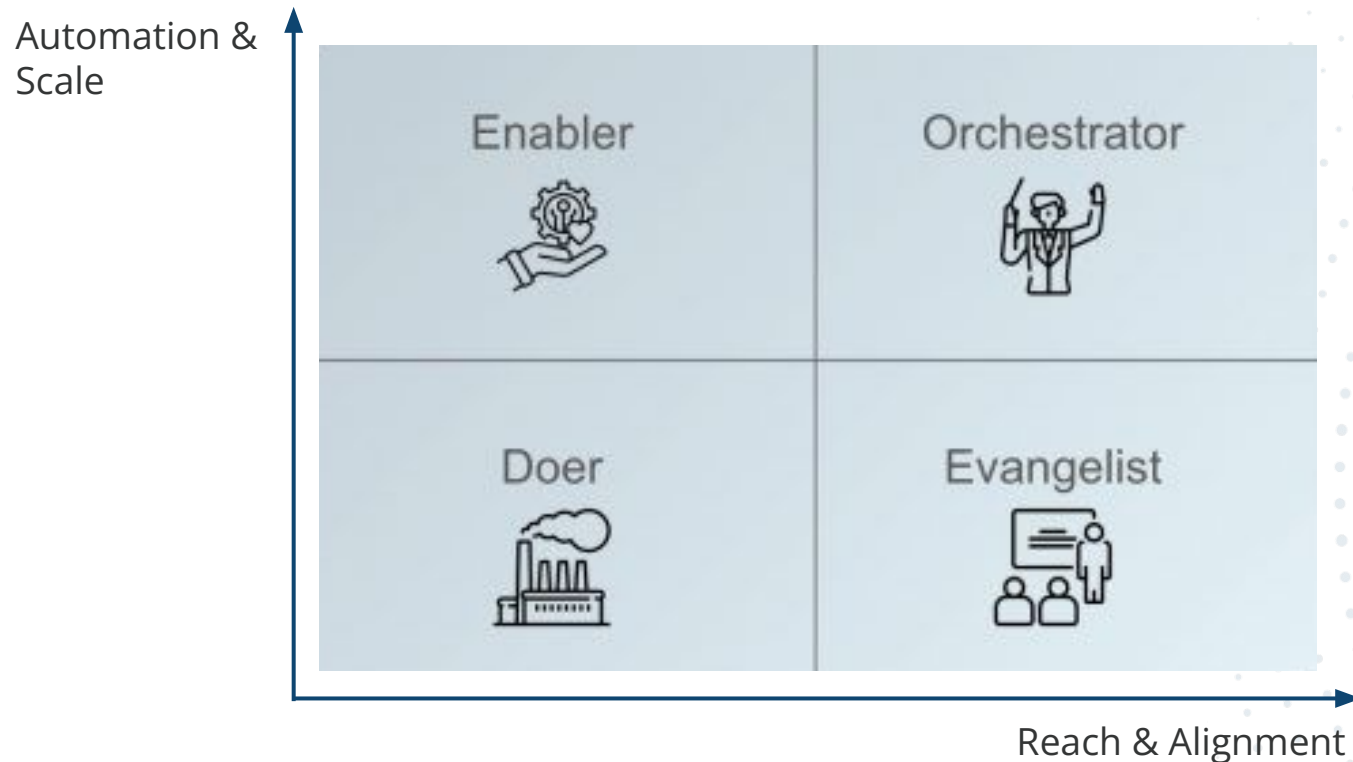


CUSTOMER SUCCESS ADOPTION

WHY SUCH LOW VALUE ADOPTION?

HOW CAN WE IMPROVE VALUE ADOPTION AND PROGRAM SUCCESS?

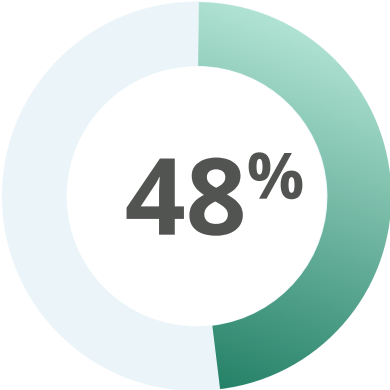
Value Program Leader Archetypes



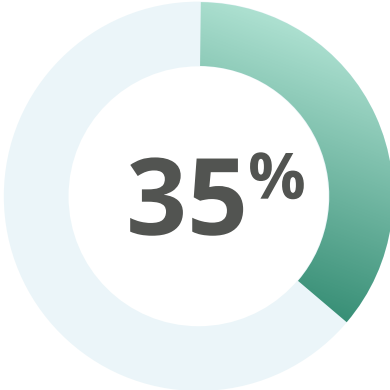
**HOW IS THE ROLE OF
VALUE ENGINEERING
AND CONSULTING
EVOLVING?**

THE VALUE OF VALUE

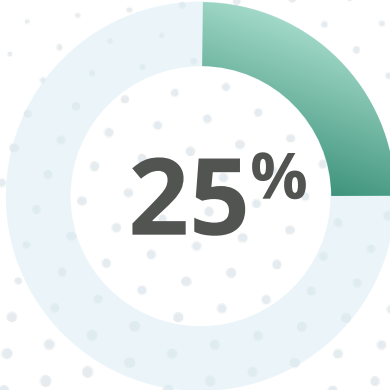
Value Program Success Delivers Significant Revenue Growth:



**IMPROVEMENT
IN WIN RATES**



**INCREASE
IN DEAL SIZE**



**ACCELERATION IN
SALES CYCLE**

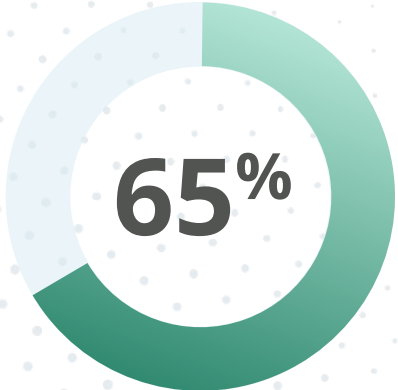
10%=10%
For every 10% acceleration of value selling adoption by reps = 10% improvement in sales

WHAT BENEFITS HAVE YOUR CUSTOMERS REALIZED FROM VALUE AUTOMATION?

Empowering Post-Sale Value Is Essential For 2025 / 2026 Success:



**OF RECENT PURCHASES
(PAST 12 MONTHS) ARE
REPLACEMENT DRIVEN**

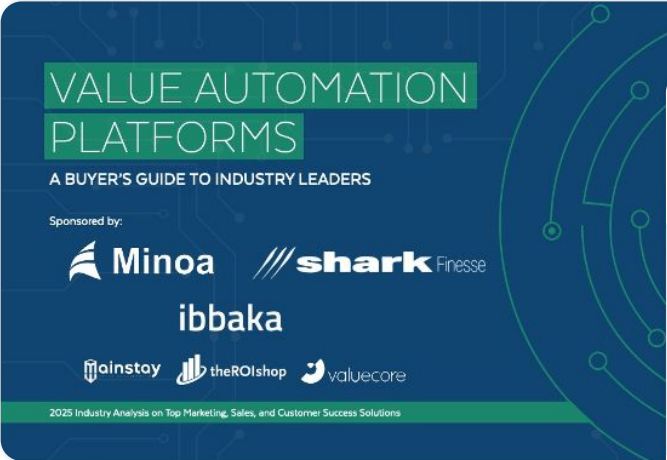


**ARE PLANNING
REPLACEMENT PURCHASES
IN 2025**

HOW CAN WE IMPROVE THE SOLUTIONS AVAILABLE FOR VALUE REALIZATION?

WHAT ARE YOUR THOUGHTS ON THE OVERALL STATE OF THE VALUE AUTOMATION MARKETPLACE AND OFFERING OPTIONS?


2025 Value Automation Buyer's Guide



Value Automation Framework

Genius Drive used a proprietary framework to evaluate the various solution providers for the 2025 Value Automation Buyer's Guide. The framework was developed to cover the full value lifecycle, including examining capabilities for automating value marketing, sales and customer success. This same criteria can be used to evaluate various value automation platforms for your own purposes, and you can adjust the criteria as necessary for your own scope and priorities.

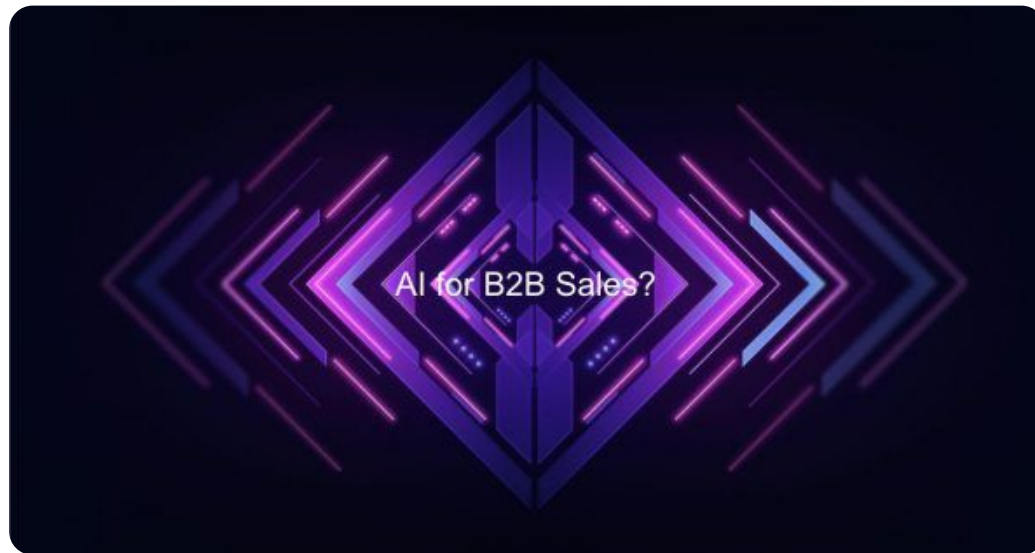
[Access the Evaluation Framework](#)



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WHAT OPPORTUNITIES ARE YOU SEEING FOR APPLYING AI MORE FOR VALUE AUTOMATION?



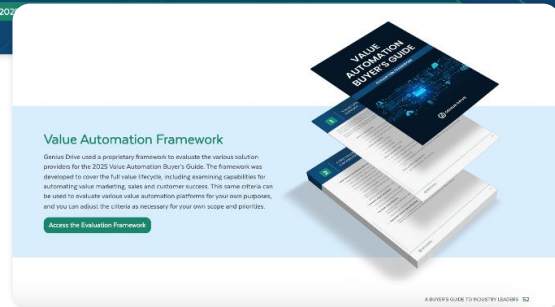
ARTICLE: [AI for B2B Sales Teams: The Good, The Bad, and The Value Imperative](#)

Prospecting?
Briefing?
Discovery?
Data Collection & Hygiene?

Value Hypothesis Creation?
Business Case Creation?
QBR Creation?

Practice?
Coaching?
Forecasting & Triage?

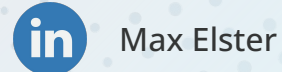
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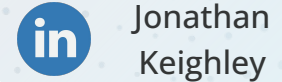
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ACCELERATE YOUR VALUE-LED GROWTH SUCCESS

Schedule a free 1-hour Value-Led Growth Strategy Session

-  Identify current state to build an ideal roadmap to achieve your goals
-  Review the draft of your value story and gain valuable feedback
-  Identify quick wins where your team is ready to execute Value-Led Growth and prepare for gap areas

EXCLUSIVE OFFER: SPACES ARE LIMITED!

