



FRACTIONAL VALUE ENGINEERING AND CONSULTING SERVICES

Articulate Business Value and Measurable Outcomes For All Key Accounts

EMPOWER YOUR FIELD TEAMS WITH EXPERT VALUE SUPPORT

Our **Fractional Value Engineering and Consulting** services are designed to cost effectively amplify your team's effectiveness - transforming every customer engagement into a more strategic, value-driven conversation.

By centering on the challenges you solve and the measurable outcomes you deliver, we help your teams **inspire change, build stronger business cases, and accelerate deal momentum.**

Let's partner to ensure that every customer interaction clearly communicates **business value, tangible outcomes, and decision confidence.**

WHAT ARE FRACTIONAL VALUE ENGINEERING AND CONSULTING SERVICES?

You want to uncover customer value, deliver persuasive value presentations, and co-create CFO-ready business cases for your most important new and existing accounts - but may not yet have the in-house expertise to do so.

Our **Fractional Value Engineering and Consulting** team provides the specialized skills and support you need—on demand. Acting as an extension of your team, we help craft tailored value narratives, financial models, and business cases that resonate with each unique opportunity and key account.



VALUE COACHING

Mastering new skills takes time, **commitment, and the right support system.** That's exactly what our **Value Coaching** services deliver—helping your teams strengthen their value discovery, collaborate more effectively, and craft and present more credible business cases.

Delivered on-demand, these focused coaching sessions equip your Account Executives, Sales Engineers, and Customer Success Managers to **communicate value with clarity and confidence.**



STRATEGIC DEAL SUPPORT: BUSINESS CASE SERVICES

The difference between winning a strategic deal and losing momentum often comes down to the strength of your business case.

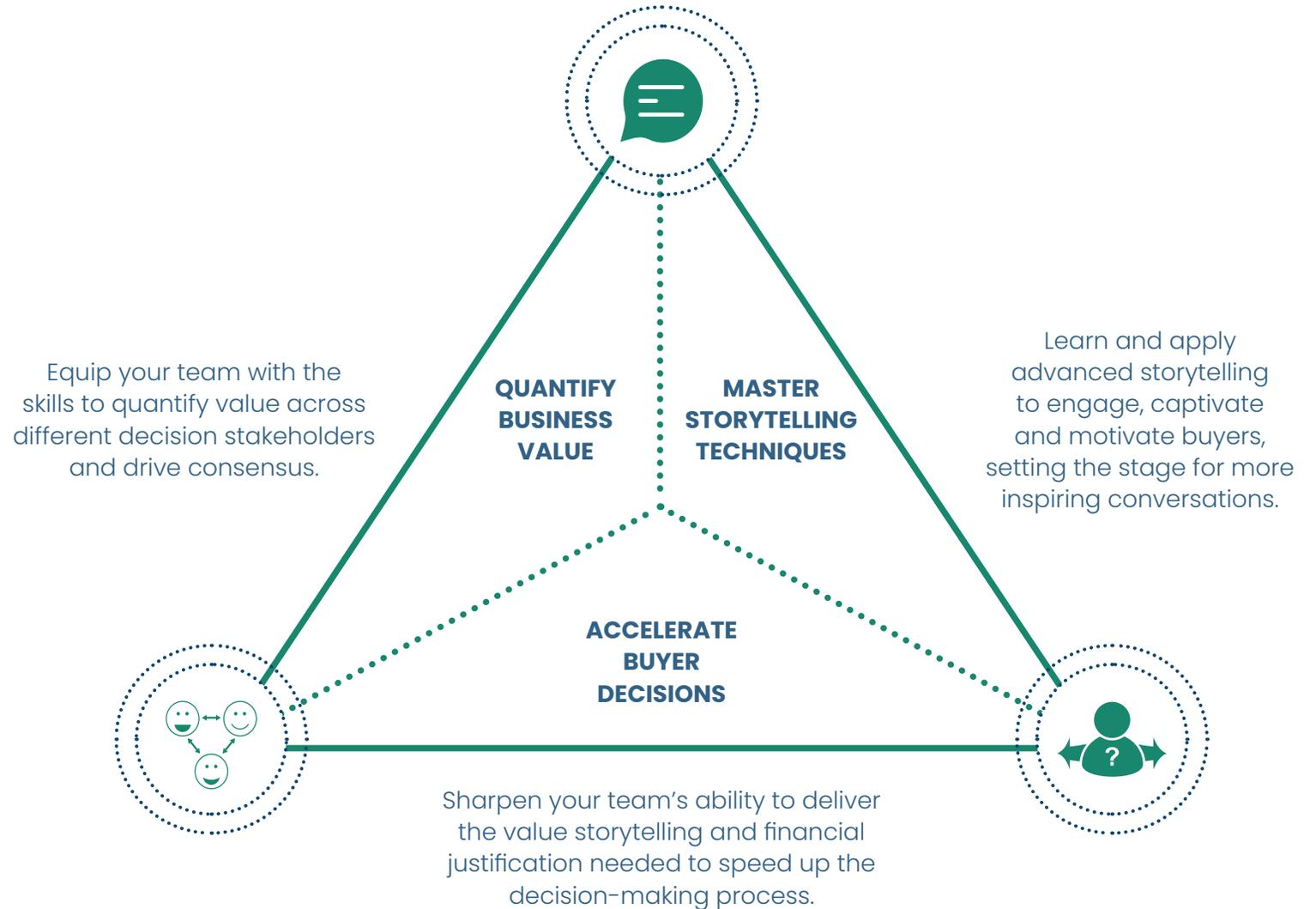
Our **Business Case Services** combine expert value discovery with CFO-ready financial justification to **inspire change, build credibility, and accelerate decision confidence.**

We help your proposals stand out—turning **“Do Nothing” into “Deal Won.”**

VALUE COACHING FOR CUSTOMER ENGAGEMENT TEAMS

Mastering new skills takes time, focus, and the right support. Our **Value Coaching** services provide exactly that – helping your customer-facing teams strengthen their value storytelling, refine their value discovery, and deliver business outcome justification.

Delivered on demand, these practical coaching sessions empower your **Account Executives, Sales Engineers, and Customer Success Managers** to communicate and quantify value with greater **clarity, confidence, and credibility**.



STRATEGIC DEAL SUPPORT: BUSINESS CASE SERVICES

ENGAGEMENT MODEL

We begin by pinpointing your organization's highest-priority target accounts. This focuses our efforts where they can deliver the highest impact, aligning our resources with your strategic objectives.



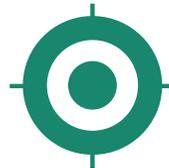
STRATEGIC ACCOUNT EVALUATION

COMPREHENSIVE REVIEW PROCESS



We gather and review your team's existing discovery materials and account information to build a framework for the business case. We identify their current understanding of the value story and leverage it as a springboard for deeper insights.

We collaboratively identify any gaps in customer understanding and strategize with your account team on the best approaches to collect necessary data and secure stakeholder support. This ensures that all subsequent actions are informed and purposeful.



TARGETED PLANNING

Utilizing the gathered knowledge and addressing any identified gaps, we craft an initial draft of the business case. We focus on articulating and quantifying value for a compelling value proposition.



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DRAFT DEVELOPMENT



COLLABORATIVE CUSTOMIZATION

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With the initial draft in hand, we actively seek and incorporate customer feedback, refining the business case into a document that reflects a shared vision of value justification. This iterative process ensures the final product is tailored to the customer's needs and expectations.



Finally, we stand ready to support your account team in presenting the business case to the customer. Whether through coaching, preparation of presentation materials, or direct support during the delivery, our goal is to ensure your team is fully equipped to make a compelling case for your solution.



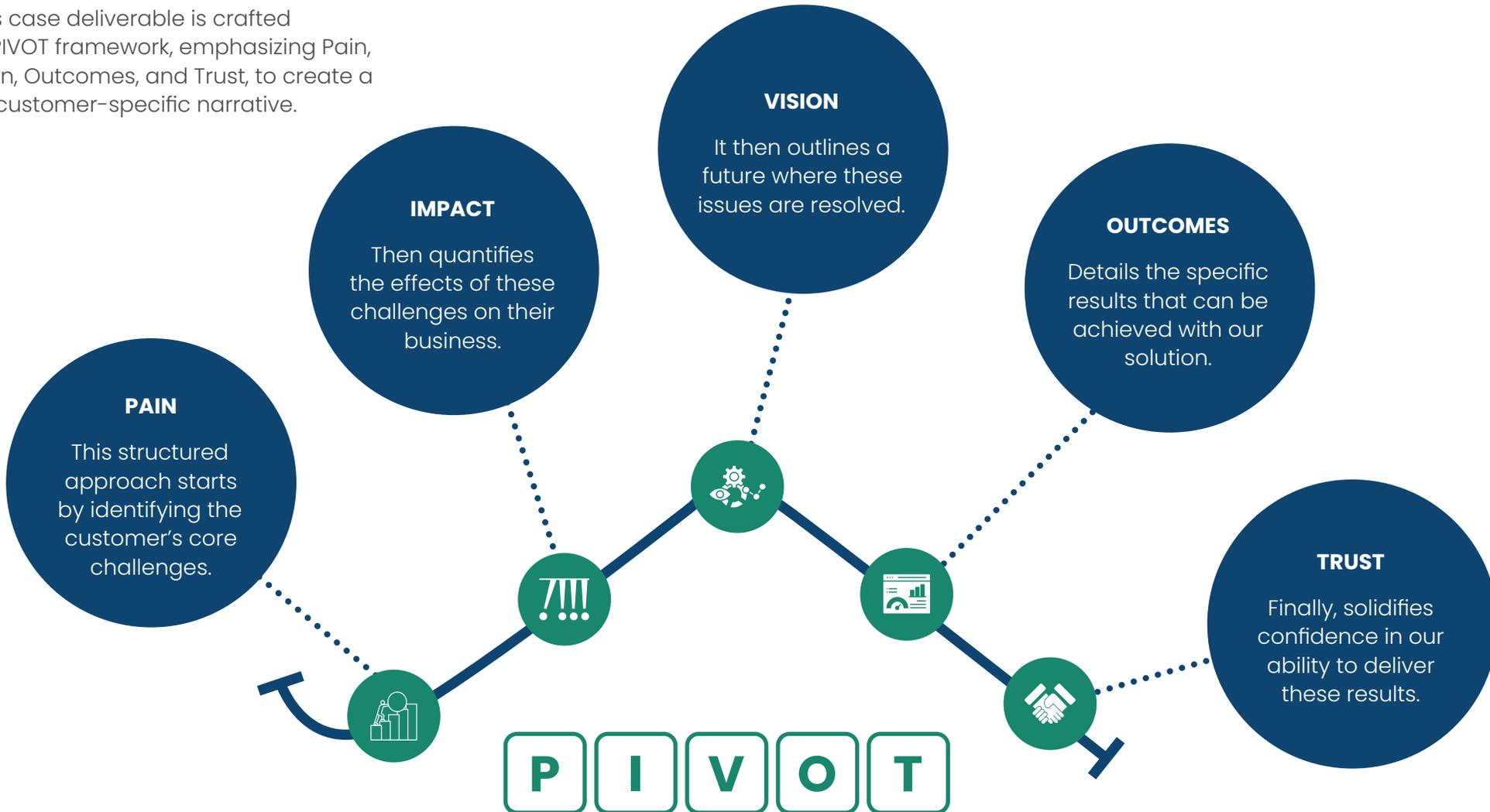
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SUPPORTIVE DELIVERY



DELIVERABLES

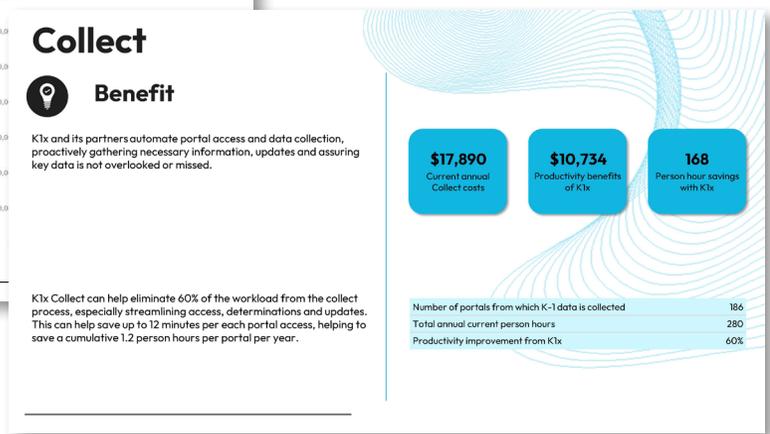
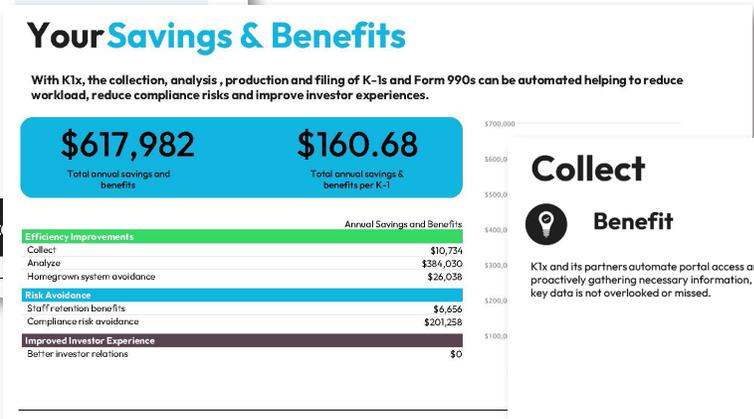
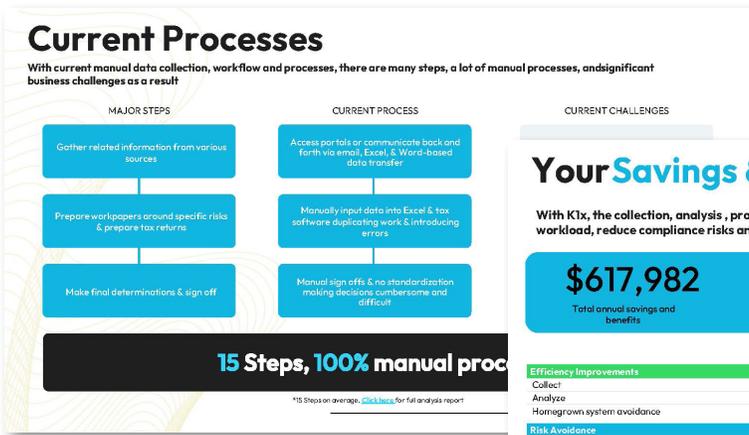
Our business case deliverable is crafted around the PIVOT framework, emphasizing Pain, Impact, Vision, Outcomes, and Trust, to create a compelling, customer-specific narrative.



Incorporated within this framework is a bespoke value model that quantifies the benefits of your solution in the context of the customer's specific environment.

FINANCIAL AND OPERATIONAL ADVANTAGES

PROVIDING A CLEAR EVIDENCE-BASED JUSTIFICATION FOR THE INVESTMENT



By combining the PIVOT value storytelling framework with a tailored value model, we create business cases precisely aligned to each customer's needs and challenges.

This approach demonstrates deep understanding and delivers a **data-backed rationale** for the strategic value of your solution – helping build consensus, foster trust, and close strategic deals faster.

EXPERT GUIDANCE THROUGH EVERY STEP

The journey to a compelling business case
is a collaborative one.

Our team of experts works closely with
your sales and strategy teams to:



GATHER INSIGHTS

Conduct in-depth analysis and
discovery to understand the client's
business drivers, challenges, and
objectives and "do nothing" costs.



STRATEGIC ALIGNMENT

Ensure that the business case
aligns with both the client's
strategic goals and your
solution's unique value, creating
a seamless bridge between
client needs and your offerings.



CRAFTING AND REFINEMENT

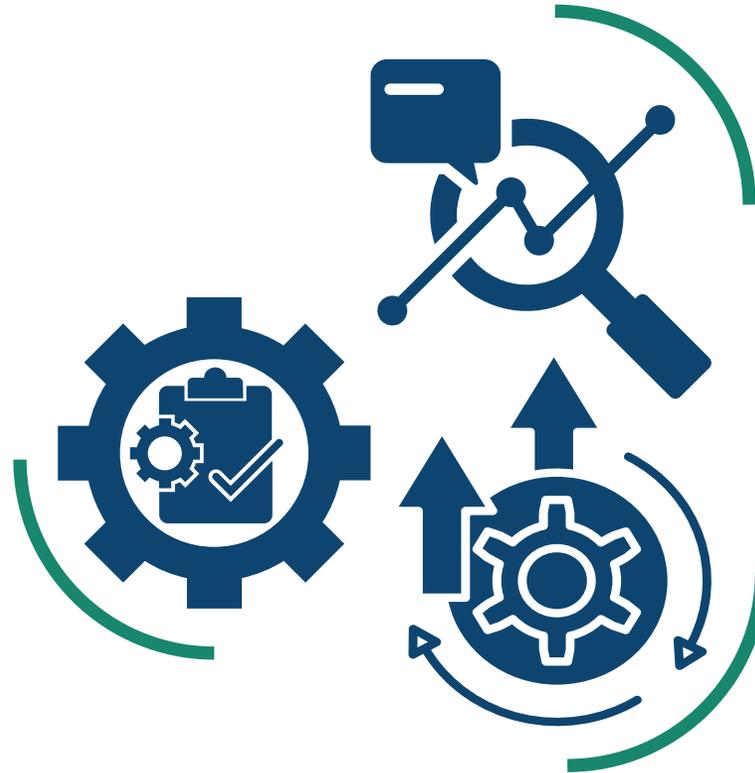
Develop a draft of the
business case, followed by
iterative refinement sessions
to hone the message
and ensure the strongest
possible impact.

BENEFITS OF THE INSPIRED VALUE STORYTELLING FRAMEWORK

Our engagements and deliverables are guided by our proprietary **Inspired Value Storytelling Framework** and **PIVOT messaging**, which emphasize **Pain, Impact, Vision, Outcomes, and Trust** in every conversation. This approach helps create motivation for change, deliver strong business justification, and build decision confidence.

CUSTOMIZED VALUE JUSTIFICATION

Our business case services go beyond one-size-fits-all proposals. We take the time to **understand each customer's specific challenges and goals**, creating a business case that's directly relevant and meaningful to them. This personalized approach makes every presentation and engagement more **engaging, credible, and effective**.



QUANTIFIABLE BUSINESS OUTCOMES

We quantify the tangible benefits your solution delivers—linking your unique differentiators to **cost savings, efficiency gains, risk reduction, and revenue growth**. This data-driven approach gives decision-makers clear, compelling business reasons to choose your solution.

TRUST AND CREDIBILITY ENHANCEMENT

By delivering a comprehensive, well-researched business case that aligns with the customer's goals and challenges, our services build trust and credibility with key stakeholders. Demonstrating a deep understanding of their business and providing evidence-based outcomes drives confidence in your solution, paving the way for successful deal closures.



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

Partnering with Genius Drive transformed the way we communicate our differentiating value to our customers. The Genius Drive team doesn't just provide a service; they take the journey with you, revealing your true value and reshaping your narrative in a compelling and persuasive way. I can confidently say, if you're looking to enhance your value proposition and inspire customer engagement, Genius Drive is your go-to partner.

– **Sherri Sklar,**
Chief Revenue Officer, Plastic Bank

Genius Drive helped us codify and clarify our value messaging for each target persona and significantly refine our security ROI and capability / maturity models, empowering our team to better articulate our unique value, accelerate buying decisions and improve win rates.

– **James Wilde,**
Global Head of Security Strategy, SPHERE Technology Solutions

YOUR PARTNERS IN INSPIRED VALUE STORYTELLING



ABOUT GENIUS DRIVE

Genius Drive is a value advisory and consulting firm, committed to empowering B2B solution providers to drive Value-Led Growth to better articulate value in each customer engagement and throughout the buyer's journey. From ideating distinct value storytelling, to delivering training, automating processes, and delivering field deal support, Genius Drive ensures value program acceleration and performance throughout the customer lifecycle.

Genius Drive has a proven track record of success with a wide range of B2B solution providers including Scale Computing, Intersystems, Carto, Fivetran, Crisp, Caveonix, Pigment and Klx.

More information can be found at: <https://geniusdrive.com/>

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



scan the QR code



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.

