



VALUE EXPERT™ E-LEARNING & CERTIFICATION

Build the capability, credibility, and confidence your team needs to engage with value in every deal and customer success review.



 GENIUS DRIVE

TRANSFORM HOW YOUR TEAM SELLS, PRESENTS, AND PROVES VALUE

What if your sales and customer success teams could **sell on value, not price**?

What if you could **boost adoption, capability, and confidence** across your go-to-market organization - at scale?

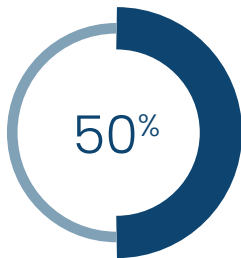
The **Value Expert™ E-Learning & Certification Program** empowers your field teams to master the **art and neuroscience of Value-Led growth**, building the skills and confidence to engage customers with measurable business impact at every stage of their journey - from first touch through renewal and expansion.

Through an immersive, self-paced, AI-powered digital learning experience, led by value expert and renowned author Tom Pisello (the ROI Guy), your sellers, SEs, SDRs, Value Engineers, product marketers, and customer success managers will learn to **discover, articulate, quantify, and realize value** - transforming every conversation from cost-based to outcome-based.

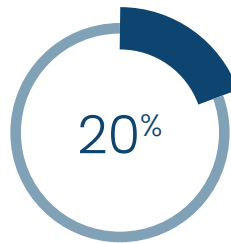


WHY VALUE MATTERS MORE THAN EVER

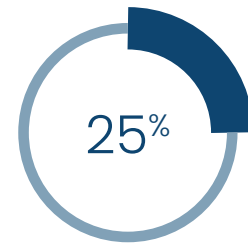
In 2025, B2B buying has become harder, longer, and riskier



Over 50% of buying efforts end with *no decision*.



Over 20% discount is needed to motivate those that move forward, to close.




Two-thirds of buyers experience *purchase regret*, leading to a 25% decline in retention.

The winning teams today aren't those that sell more features - they're the ones who **prove more value**.

G.R.Outcomes.W.S

Prove impact and give executives the logic and confidence they need to renew and expand



Outcomes

KPI	Before Implementation	Current Results	Business Impact
Forecast Accuracy	72% average	91% achieved	Improved investment confidence and budget precision
Planning Cycle Time	10 business days	3 business days	70% faster reforecasting and agility in decision-making
Manual Effort	40% of finance time	<15% of finance time	Freed 200+ hours/month for analysis vs. data collection
Executive Visibility	Quarterly rollups	Real-time dashboards	CFO and BU leaders aligned on single source of truth

Additional Observations

Scenario modeling now used across all 6 business units.

CFO reports stronger collaboration and faster executive approvals.

Identified \$12M annual savings in resource time and improved budget accuracy.

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They understand the buyer's world, align on outcomes, and guide the customer through a confident, measurable value journey.

WHAT IS VALUE EXPERT™?

The Value Expert™ E-Learning & Certification Program is a comprehensive 5+ hour online course delivered through the Value Expert Academy LMS - your team's personal learning hub for all things value-led growth.







The program combines:

- Self-paced micro-learning modules.
- Interactive videos, animations, and exercises.
- AI-powered role-plays with personalized feedback and certification - to proactive and hone skills in a safe environment.
- Downloadable workbooks and guides.
- Quizzes to validate information retention.

And we keep it personal, with a human touch with the Value Expert Academy, to provide your team with the support and confidence they need to success, with:

- Weekly "Lunch & Learn" sessions to connect, discuss, and share success stories, get coaching and support, ask questions and hone skills.
- Community access to the weekly podcast, research and insight articles, peer learning, sharing best practices, and ongoing support.
- Annual Value Driven in-person industry event.
- An LMS, integrated into your CRM and sales process, to track learning and certification progress, validate skills, provide practice and promote advancement.

Together, the program and the academy create a truly modern, blended AI + Human Touch learning experience - practical, personal, and proven.

GENIUS DRIVE Inspired Value Storytelling		VALUE DISCOVERY WORKSHEET		© Genius Drive. All Rights Reserved.
Client Name:				
Strategic Business Issue(s): The top initiative/target they are looking to achieve. Include the timeline and measurement.				
 Pains You are Journeying Away From? <ul style="list-style-type: none"> • Pain points they are experiencing with the status quo that you know you can help with. Pain points they may not know they need to address but should. 	 On the Journey With You? <ul style="list-style-type: none"> • List all the customer's decision-making stakeholders and their roles. Champion, Economic Buyer, Direct Stakeholders, Indirect Reviewers and Gatekeepers 		 Vision for a Better Future? <ul style="list-style-type: none"> • 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. 	
 Impacts of Staying? <ul style="list-style-type: none"> • The cost of "Do Nothing" including overspending, inefficiencies, risks and growth constraints / lost opportunities. • KPI impacts from the Pain and status-quo • Compelling events driving the urgency of solving the Pain 	 What's Holding You Back? <ul style="list-style-type: none"> • 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 		 Outcomes Anticipated? <ul style="list-style-type: none"> • List the anticipated business value and personal value. Specific KPI impacts anticipated and which the use cases can deliver. 	

WHAT YOUR TEAM WILL LEARN

Each module builds critical skills and frameworks that can be applied immediately in real deals:

1. THE IMPORTANCE OF VALUE

Understand why value is the #1 driver of buyer confidence – and how it directly impacts win rates, discounting, and retention.

2. THE POWER OF INSPIRED VALUE STORYTELLING

Learn the PIVOT framework and the Hero–Villain–Purpose structure to tell stories that move buyers from “maybe” to “yes.”

3. VALUE QUANTIFICATION

Master the financial fundamentals of value: cost avoidance, productivity, risk mitigation, and revenue growth. Learn to calculate, validate, and communicate ROI credibly.

4. ATTRACT – VALUE-DRIVEN PROSPECTING & QUALIFICATION

Shift from feature–pushing to value–leading. Create prospecting messages that resonate, and qualify smarter with the SPARK method.

5. ENGAGE – VALUE DISCOVERY, DEMOS & HYPOTHESIS BUILDING

Ask the questions that uncover pain, urgency, and potential impact. Deliver demos that inspire, and co–create value hypotheses that win buy–in.

6. SELL – VALUE PRICING, PROPOSALS & BUSINESS CASES

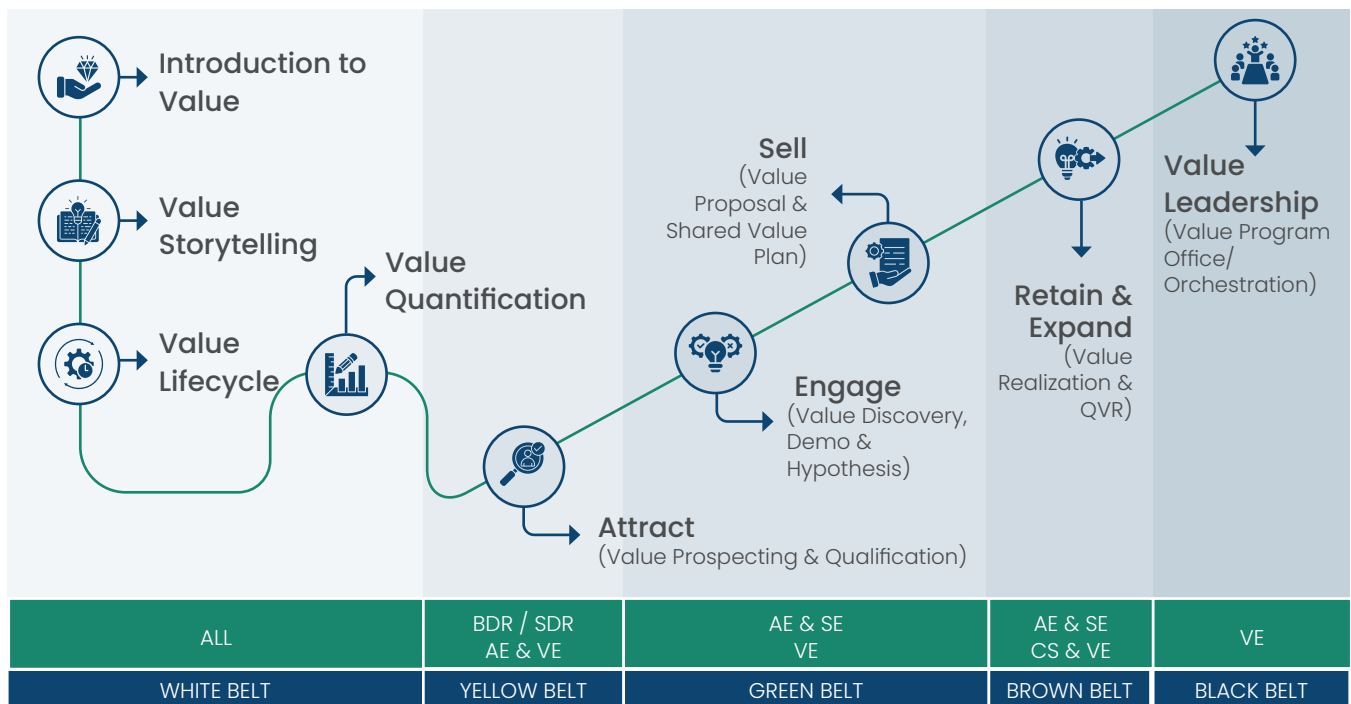
Build CFO–ready business cases, craft value–based proposals, and negotiate confidently using financial storytelling.

7. RENEW & EXPAND – REALIZED VALUE & SUCCESS REVIEWS

Close the loop from promise to proof. Quantify realized outcomes, elevate QBRs, and turn renewal conversations into expansion opportunities.

8. LEAD – BUILDING A VALUE CULTURE

Learn how to institutionalize value through governance, metrics, and a Value Program Office framework.



PROGRAM FEATURES



Total Learning Time	Up to 5 Hours of guided lessons, practice, and certification.
Modules	30+ Micro-learning sessions with video, role-plays & exercises, with specific courseware and certification tracks setup for each member of your GTM team.
Format	100% virtual, self-paced, and mobile-friendly.
AI-powered role play	AI role plays to practice all soft and hard skills with simulated customers and buying groups. Evaluations and feedback provided on each session.
Interactivity	Quizzes and worksheets help to support the role plays and reinforce learning.
Support	Weekly “Lunch & Learn” support sessions , led by Genius Drive Value Superstar, with peer sharing and collaboration.
Tools	Templates and ready-to-use value guides, to help put the skills and concepts into direct use with your customer engagements.

Resources	Weekly Value Coffee Talk podcast series, research articles and insights - all helping to extend the knowledge, as part of the Academy.
Certification	Progressive digital badges across key customer lifecycle stages, GTM role centric content, and value disciplines.
Platform	The Value Expert Academy LMS, integrated into CRM to guide students, promote progress and track skills (call to discuss leveraging the content within your own LMS and CRM / Sales Process).
Pricing	Starts at \$799 per student for basic certifications (BDRs / SDRs & Customer Success team members), to \$999 per student for key Value Selling certifications (AEs & Sales Engineers), up to \$1,299 per student for full Value Expert certification (Value Consulting / Engineering & Value Program Leader) certification.
Enterprise Option	Enterprise licensing and pricing is available. Includes custom design of certification tracks and content personalization. Enterprise options available, for licensed placement within your own LMS.

GENIUS DRIVE
Inspired Value Storytelling

PIVOT INSPIRED VALUE STORYTELLING WORKSHEET - SAMPLE

These are for illustration purposes only. The actual worksheet should include differentiators (held confidential), additional content to illustrate further, and all cells completed.

INDUSTRY(IES)			
ROLE(S)			
BUSINESS OBJECTIVES	#1: Optimize Financial Performance and Profitability	#2: Enable Strategic Decision-Making	#3: Ensure Financial Compliance and Risk Management
PAINS	<p>1: Determining the Right Path to Profitability - Tech CFOs must carefully balance rapid growth with the need to generate sustainable profits, often managing high R&D costs and competitive pricing pressures.</p> <p>2: Cost Management and Optimization - Rising costs and inflation make it difficult for CFOs to maintain operational efficiency without sacrificing growth potential.</p> <p>3: Cash Flow and Liquidity Management - Managing cash flow is especially critical for tech companies that face unpredictable revenue streams and high upfront investments in innovation.</p>		
IMPACTS	<p>Did you know ...</p> <p>1. 88% of tech executives expect to accelerate profitability improvements and cost management strategies due to the shifting market. (Alix Partners)</p> <p>2. Fewer than half (43%) of leaders actually achieve the level of savings they set out to in the first year of cost reduction. Unrealistic targets are the problem. Across-the-board cuts penalize the more efficient parts of your organization (demotivating those teams) and can result in eroding important sources of value. (Gartner)</p> <p>3. 79.5% of executives are now confident in cash and liquidity management, down from 64.6% in 2020. (Deloitte)</p>		
VISION	<p>What if...</p> <ul style="list-style-type: none"> What if finance could shift from reactive reporting to real-time, forward-looking decision-making—fueling strategy, not just tracking it? What if leadership could confidently navigate uncertainty, because every scenario, tradeoff, and opportunity was already explored before it mattered most? <p>Imagine a world where your finance team isn't just closing the books—they're opening doors to growth, agility, and strategic advantage—because they see what's coming and act before others react.</p>		
OUTCOMES	<p>Our solution delivers with:</p> <p>Scenario Planning and Profitability Modeling Model multiple what-if scenarios across revenue, pricing, and cost levers—giving finance teams the confidence to plan and adjust quickly as market conditions change.</p> <p>Real-Time Cash Flow and Working Capital Visibility Get live insights into liquidity and working capital performance, empowering smarter decisions around spending, investment, and risk.</p> <p>Automated Forecasting and Rolling Planning Automate data flows and keep forecasts continuously updated, replacing outdated cycles with agile, forward-looking financial planning.</p> <p>When these are applied to your organization, we anticipate we can empower you to:</p> <p>90%+ Reduction in Time Spent on What-if Analysis Teams like Algolia save hours of effort, enabling faster, more informed decision-making in high-stakes planning conversations.</p> <p>Cost Savings Through System Consolidation Pigment replaces spreadsheets and legacy systems, reducing IT and consulting costs while expanding capabilities across teams.</p> <p>Greater Alignment Across the Business From FP&A to supply chain to the C-suite, teams work from the same real-time platform—collaborating faster and acting on a shared financial truth.</p>		
TRUST	<p>We have proven similar results to the ones you can expect with:</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 30%; border: 1px solid #ccc; padding: 5px;"> <p style="text-align: center; font-weight: bold; font-size: 12px;">01</p> <p style="text-align: center; font-size: 10px;">Figma</p> <p style="font-size: 8px;">Pigment removed the manual burden that came from running on spreadsheets and unlocked not only time but also a project viability assessment that allowed the team to understand how business performance would change under various scenarios, in just a few clicks.</p> </div> <div style="width: 30%; border: 1px solid #ccc; padding: 5px;"> <p style="text-align: center; font-weight: bold; font-size: 12px;">02</p> <p style="text-align: center; font-size: 10px;">Carta</p> <p style="font-size: 8px;">Carta has reduced time spent on manual financial analyst data work by 80%, automated key metrics like ABR to save a full day each month, and gained the granularity needed to shorten planning cycles and make faster, more informed decisions.</p> </div> <div style="width: 30%; border: 1px solid #ccc; padding: 5px;"> <p style="text-align: center; font-weight: bold; font-size: 12px;">03</p> <p style="text-align: center; font-size: 10px;">Algolia</p> <p style="font-size: 8px;">With Pigment, scenario planning that used to take three days now takes just a couple of hours, creating a 90% time reduction in what-if analysis, while also delivering more robust insights to the organization.</p> </div> </div>		

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WHY TEAMS LOVE VALUE EXPERT™

- **Practical & Proven** – Frameworks and methods drawn from real-world enterprise value programs, and experience that works.
- **Personal & Interactive** – AI-powered practice and live sharing sessions keep learning active, while maintaining a human touch.
- **Scalable & Measurable** – Built to support sales, presales, value and success teams at every stage of the customer journey.
- **Validated Certification** – Official Genius Drive recognition across several certification levels, including the comprehensive Value Expert™ title.
- **Flexible for Enterprise** – Tailored modules, examples, and exercises to match your industry and GTM maturity.



ELEVATE THE VALUE IQ & EQ OF YOUR TEAM

The Value Expert™ E-Learning & Certification transforms your entire go-to-market team into value champions – empowering them to:

- **Win more** by aligning to customer outcomes
- **Discount less** by proving quantifiable ROI
- **Retain and expand** by demonstrating realized impact
- **Build trust faster** through credible, confident value engagement

Because you don't grow by selling more – **you grow by proving value more.**

GET STARTED

Schedule a consultation to learn how the **Value Expert™ E-Learning & Certification** can help your team close the value gap and build a culture of measurable value-led growth.

Schedule a consult to
discuss the ROI of your
AI solutions:



scan the QR code