

# Value Added Selling

# Workshop Objectives



## Who should attend?

Sales representatives, sales managers, and account managers who want to grasp the concept of selling value, versus products and services. Those who want to make a sale by showing the buyer how the product or service will be of true value to them, and make them see it as a need.

## So what is Value Added Selling?

This is a 1 day workshop that focuses on teaching professionals how to add value by creating and fulfilling Customer Needs.

**During this 1 day workshop participants will learn:**

1. What is Value and Value Added Selling
2. The Value Added selling philosophy
3. The Value Added sales process
4. The role of the Value Added salesperson
5. Characteristics of Value Added salespeople
6. How to create value
7. Turning features into benefits
8. Asking the right questions to probe needs (SPIN)
9. Matching needs to solutions

## **Key Benefits for You and Your Organisation:**

Participants will learn how to approach potential clients, how to interview them to understand their needs, and how to create solutions to fit their needs. Also to help the client see the value in what you are selling so they understand that they are not just buying features of a product, but rather something of value to them.



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