

developing a differentiating value proposition

SKILLSHOT™ clinics



Are you prospecting effectively and securing meetings only to fail at the proposal stage?

Does the client struggle to see the value you have to offer?

If so, you need to analyse how you write and articulate your proposition. The key to increasing your winning percentage is to let the customer's requirements drive the process.

A winning sales professional focuses on the customer's needs and the associated value proposition first, recognising that their own credentials are secondary. Effective propositions are not about what you can do, but are about what you can do **of value for that particular customer.**

In 2 hours you will

- Identify information critical to developing a **business winning** value proposition
- Learn how to articulate the **value** of your offering
- Develop a proposal structure that **influences the customer** to buy your solution
- Recognise the **seven deadly sins** of proposal writing
- Understand the **power** of an effective **executive summary**

What next?

Contact us by calling **08700 704242** or email: **info@4ty2.co.uk**

SKILLSHOT™ approach

Intensive, high energy, acutely focused performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in a recessionary market

SKILLSHOT™ clinics

Surviving in a recession

Developing and activating recession-fighting strategies, designed to maximise sales performance

Engaging your customers

Utilising a consultative selling approach to differentiate yourself from the competition and to generate customer trust and loyalty

Building a robust pipeline

Improving hit rates by adopting a strategic approach to prospecting resulting in fewer cold calls and higher conversion ratios

Making cold calls count

Turning cold calls into productive conversations that increase your call to appointment conversion rate

Negotiating in a demanding market

Standing-up to, and counteracting, well trained, experienced negotiators

Managing the sales process

Taking control of the decision-making process and ensuring it operates to your deadlines

Expanding your sphere of influence

Achieving the coveted status of 'insider' provider

Something different?

If you, or your business, would benefit from a more integrated or customised approach, we would be happy to build a solution for you using our **Sales Health Check** methodology