

# developing a differentiating value proposition

SKILLSHOT™ clinics

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

Does the customer 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**



## SKILLSHOT™ approach

Intensive, high energy, acutely focused, short duration, interactive performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in a challenging market. **Skillshots™** will be delivered using a virtual learning platform and methodology, while the impact of Coronavirus remains.

## Group size

8-10 participants

## SKILLSHOT™ clinics

### Surviving a challenging market

Developing and activating strategies, designed to maximise sales performance in a challenging market.

### 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.

### Managing the sales process

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

### Engaging your customers

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

### Negotiating in challenging times

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

### Expanding your sphere of influence

Achieving the coveted status of 'insider' provider.

## What next?

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