

# presenting a differentiating value proposition virtually



selling in a virtual world

Do your customers struggle to recognise the unique value you provide?

Do you find it difficult to differentiate your offering from that of your competitors?

Do you struggle to engage your audience in a virtual world?

The winning salesperson combines advanced diagnosis with an expertly crafted communication strategy to frame and tailor engaging stories designed to compel action.

Such an approach will help you to engage upfront, resonate emotionally and rationally and promote your company's differentiating characteristics.

In 3 hours this skillshot™ will help you:

- Identify information critical to developing a business-winning value proposition
- Articulate the value of your offering, whether verbally or in writing
- Develop a proposal/presentation structure that influences the customer to buy your solution
- Use virtual tools to engage your audience and present your value proposition in a powerful and compelling way
- Keep your proposal 'live' and drive commitment to the next step

## SKILLSHOT™ approach

Delivered using a proven virtual learning platform and methodology, Forty2's skillshots™ are intensive, highly interactive, acutely focused, performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals when dealing with the twin challenges of an economically depressed market and selling in a virtual world.

## Group size

8-10 participants

## SKILLSHOT™ clinics

### Building a sustainable pipeline remotely

Leveraging your reputation, networking in a virtual environment and adopting a strategic approach to build a sustainable pipeline.

### Engaging customers virtually

Connecting with new contacts and building empathy and trust in a virtual world.

### Building an insider relationship in a challenging market

Utilising a consultative and collaborative approach to challenge the status quo and identify the customer's/prospect's latent needs.

### Negotiating in a depressed market

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

### Building partnerships with procurement

Working with procurement in a manner that ensures a mutually beneficial result, whilst maintaining an effective, on-going working relationship.

## What next?

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