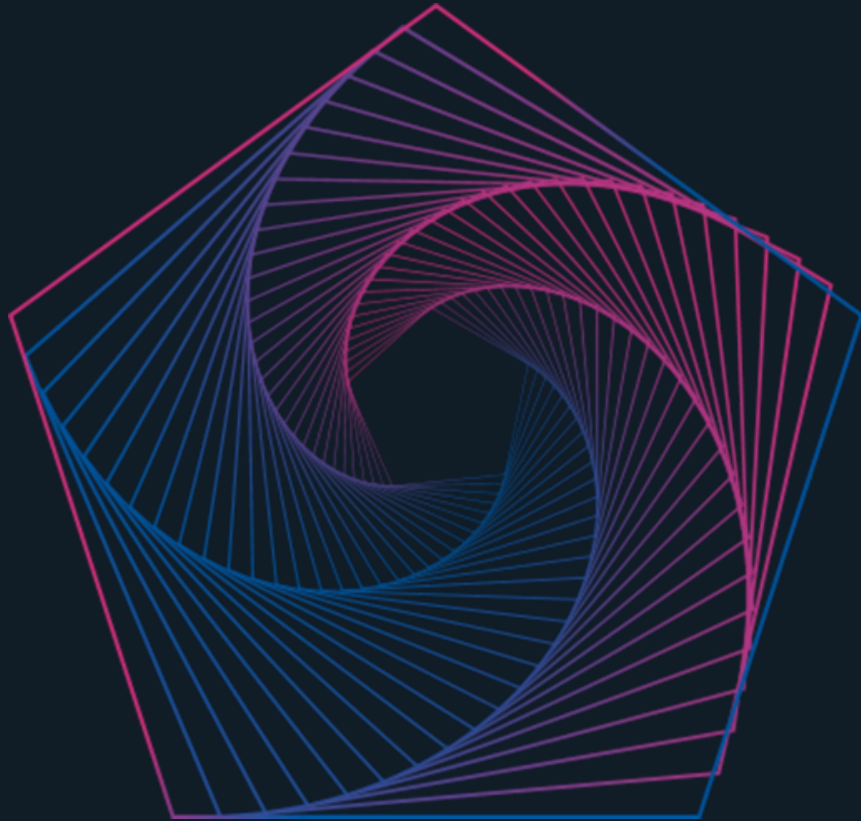




UPC
POWER TO CHANGE



Quick Value Selling Teaser Campaign Content Options



Why Quick Value Selling

A consultative, value selling approach for short sales cycles when customer interaction time is limited








Why Quick Value Selling?

How do you demonstrate that you can meet the needs of a prospective client when you only have limited interactions with them? By carrying out a sales conversation that demonstrates true value. It's a skill that requires subtlety and thought.

The Quick Value Selling (QVS) programme teaches these skills using research into shorter cycle selling environments (three interactions or fewer) to enable sellers to use a consultative, customer-based approach, even when their interaction time is limited. It improves conversion rates, revenue per sales and customer satisfaction.

QVS is particularly good at growing a sale. Where prospects or existing customers are later in their decision-making process, with a clearer understanding of their own needs and potential suppliers. It explores how to grow the value of the sale by identifying needs for add-ons and up-sells, how to persuasively describe solutions that are differentiated from the competition and how to handle objections and concerns.

Overall, adopting our QVS sales behaviours will give you:

-  Skills and tools to increase your sales conversion rates
-  Ability to identify how and where you can improve margin
-  A common language and coherent approach to short cycle sales
-  Sharper skills and more confidence when dealing with customers in all stages of the buying cycle
-  More successful outcomes in both virtual and face to face negotiations

We help salespeople address common challenges like these:

“To continue to grow as a business, we need our internal sales team to become order makers – not just order takers.”

Participants will understand what motivates – and prevents – customers from making buying decisions.

“Our sellers have become incredibly reactive – they wait for the customer to tell them what they want – there is no exploration of additional needs or the reasons behind the request.”

Identify where customers are in their decision process and adapt their approach accordingly.

“Previous training programmes focusing on asking more questions just haven’t been effective. Our people need more than basic ‘ask open questions’ training, even on the shortest calls.”

Create effective call plans, persuasive outbound opening statements and clever questioning to uncover needs and buying criteria that align with your differentiators.

“Our sellers just push the technical specifications of our products, without explaining how they differ from our competitor’s products.”

Identify the key differentiators for products and solutions and describe them persuasively.

“The proactive sales teams need to improve their skills at keeping prospects on the telephone – some are too pushy, and some aren’t pushy enough!”

Carry out effective opening statements, reduce and handle objections and manage positive call conclusions and next steps, where appropriate.



Who is our Quick Value Sales programme for?

The Quick Value Sales skills programme is appropriate for anyone involved in the sale of products or services where one to three interactions are needed to secure a sale and buying decisions are made by one or two decision makers. It will suit face-to-face, virtual and telephone-based sellers operating in either business-to-business or business-to-consumer sales environments, who need a consultative sales approach that differentiates products and services against the competition, based on the customer's needs. Perfect for Sales Executives, Inside Sales Executives, Relationship Managers, Retail Assistants, Telesales Representatives, etc.

Why does our Quick Value Selling skills programme work?

- **Researched behaviour success model** – Our training is not based on unsupported theory, but research into what happens in successful shorter cycle selling environments
- **Incremental learning** – our programmes offer planning, practice, feedback and review time to build knowledge, develop behavioural skills and apply processes and tools
- **Real world application** – prepare, plan, execute and receive expert feedback in our 'real world' sales simulations.



Benefits for your business

- Create a customer-centred, needs-based approach to your sales process, which will result in more profitable deals
- Build process and tools to help sellers plan for successful sales
- Develop team skills that will successfully translate into your real-world sales challenges
- Deploy a common sales approach that unifies the face of sales throughout the organisation.

Benefits for sellers

- Identify what a great call/ shorter, more transactional sales outcome looks like
- Practice and understand opening, engaging in and successfully concluding a quicker, shorter sale
- Build the confidence to explore and understand if customer needs are problem or solution driven and apply different sales approaches.
- Increase the value of a sale to generate additional revenue and profit.



Quick Value Selling

Individual Outcomes

Participants will be able to:

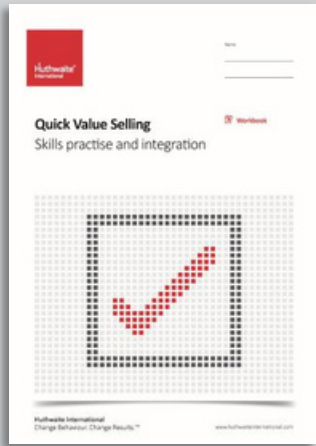
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Business Outcomes

- Create a customer-centred, needs-based approach to your sales process, which will result in more profitable deals
- Build process and tools to help sellers plan for successful sales
- Develop team skills that will successfully translate into your real-world sales challenges
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Quick Value Selling Tools and Resources

We provide participants with Quick Value Selling Tools and resources to assist with the process of embedding the methodology.



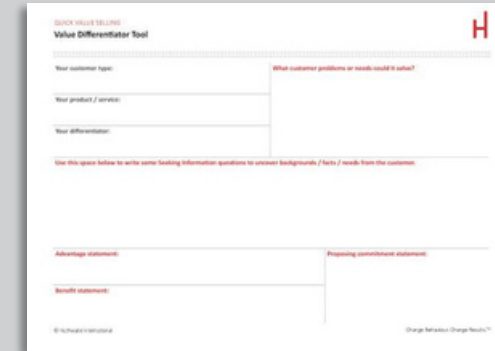
Quick Value Selling Workbook

Workbook for note-taking and containing exercises completed during the Skills, Practice and Integration classes.



Behaviour framework tool

A tool to support ongoing development to effectively use the QVS behaviours in conversations with customers.



Value Differentiator Tool

A planning tool which helps you identify which customer needs to uncover that can be solved by your products/service.

Quick Value Selling tools



Value Differentiator Tool



Behaviour framework tool



Wor kbo ok

Quick Value Selling – how it can help

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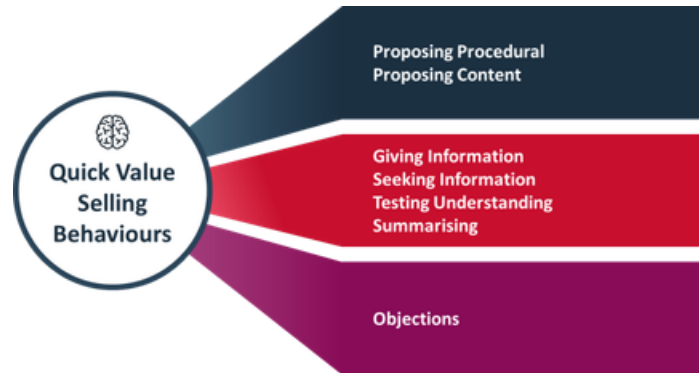
Models & tools used



Four phases of a sales call



Effective behaviour categories



Behaviour framework tool

QUICK VALUE SELLING
Behaviour Framework Tool

	N/A	Level 1 No evidence of behaviour	Level 2 Moderate evidence of behaviour	Level 3 Strong/Clear evidence of behaviour
Preliminaries				
Introduces self and role				
Establishes purpose of the call				
Proposes Procedure for the call				
Seeks permission to ask questions and progress the call				
Uses Testing Understanding to clarify before moving on				
Investigating				
Asks fact-based questions to seek only necessary background				
Asks needs-based questions to understand key issues				
Asks needs-based questions that build value for differentiators				
Summarises customer needs				
Demonstrating Capability – demonstrates value				
Avoids jumping to solution before needs have been established				
Makes clear links between customer needs and proposed solution (Benefits)				
Summarises Benefits to customer				
Obtaining Commitment				
Summarises key points from the call				
Seller proposes an appropriate commitment from the customer				
Clear proposal of next steps				

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Quick Value Selling and Buying Behaviours



<p>Proposing Procedural</p>	<p>Giving Information ></p>	<p>F eat ur es Advantages Benefits Needs</p>	<p>O bj ect ion s</p>
<p>Proposing Content</p>	<p>Seeking Information ></p>	<p>Facts / Background Needs Feeling / Reactions</p>	
	<p>Testing Understanding</p>		
	<p>Su mma r isin g</p>		

Comparison

Quick Value Selling vs SPIN® Selling

Quick Value Selling

VS

SPIN® Selling

- Using 12-Cat behaviours
- QVS Tools (Behavioural Framework and Value Differentiator Tool)
- Participant self-analysis using QVS behavioural framework
- Shorter Learning Journey

Target Audience –

- Anyone who needs a customer sales approach that differentiates products and services against the competition, based on customer's needs.
- Small number of decision makers (1-2).
- Short sales cycle – 3 interactions or fewer
- Straight-forward product/service offering (B2C, retail sale, initial appointment making)
- Low – Medium value or commitment risk opportunities

- SPIN® Selling Research Behaviours
- SPIN® Selling Tools (PCA, T-Form, Call Planning Form)
- SPIN® Analysis of Behaviours in training
- Longer Learning Journey

Target Audience –

- Business to Business, Consultative Sellers, usually in more complex, longer-term contact to contract sales cycles.
- Multiple decision makers(3+)
- Longer sales cycle – weeks, months or years.
- Complex selling role and buying decision
- Advanced selling methodology/research

What is Quick Value Selling?



A background image of a call center with several employees wearing headsets and working at computers. The image is dimmed to allow the text to stand out.

Quick Value Selling

The Huthwaite approach to learning

Robin Hoyle

Head of Learning Innovation



Why does Huthwaite International use learning journeys?



A learning journey is an **extended learning experience** with three different phases **designed to deliver behaviour change** – not just a series of classes.

Throughout the phases, participants have additional learning to complete that will support them in the classroom, and each phase gives participants the opportunity to apply new skills and behaviours which is central to delivering behaviour change.

Four key reasons for adopting a learning journey approach

01

Learning is about doing things differently and doing different things. Short courses may not provide a bridge from theory to practice because knowledge acquisition alone does not change behaviour.

02

Time is short and group learning time is very valuable. Imparting core knowledge using e-learning allows us to prioritise skills practice with expert feedback in a safe, classroom learning environment.

03

Habits are hard to change. Some habits need to be unlearned – and this takes time. Workplace Transfer encourages participants to immediately use new skills in the real world, helping to embed behaviour change.

04

People learn from each other. Learning from the questions of others, sharing successes and challenges, and having someone alongside who knows exactly how you are feeling as you try to do new things is a powerful boost to learning.

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