

Value-Based Selling Programme



A flexible, tailored programme, providing tools and building skills to transform your sales teams

- ✓ Building world-class skills throughout the buying cycle
- ✓ Communicating effectively with different customer personality types
- ✓ Assessing sales capabilities
- ✓ Sales tools to deliver proven, measurable results
- ✓ Interactive and inspiring training

Our Industry-Leading, Value-Based Selling Programme

1. Building Value-Based Relationships



2. Value-Based Business Conversations



3. Developing a Winning Sales Mindset



Workshop Modules	Topics	Processes & Tools	Typical Outcomes
Building Value-Based Relationships	<p>Adapting and Connecting to Different Client 'Types'</p> <p>Understanding personal drivers for buying decisions</p> <p>Building rapport & trust – even when timescales are tight</p>	<p>INSIGHTS Discovery ©</p> <p>Personal Reports</p>	<p>MORE EFFECTIVE SALES RELATIONSHIPS</p> <p>Common sales language and culture</p> <p>Salespeople able to adopt their style to different buyer types</p> <p>More 'Trusted Advisor' relationships with key clients</p>
Value-Based Business Conversations	<p>Understanding and communicating the actual business value you deliver</p> <p>Call planning that really moves the sale along</p> <p>Pain-Gain questioning and active listening</p> <p>Developing a Financial ROI</p>	<p>Greenbank Value Map ©</p> <p>Sales Call Planner</p>	<p>IMPROVED WEIGHTED PIPELINE</p> <p>Customer-focussed business conversations – not just features, technical specs and price</p> <p>Helping customer contacts justify your solution</p> <p>Improved relationships with senior, C-level decision-makers</p>
Developing a Winning Sales Mindset	<p>Building tools and techniques to develop resilience and a positive, confident mindset.</p> <p>Developing Emotional Intelligence to deal with objections</p> <p>Developing personal impact and gravitas</p>	<p>Mindset Checklist</p>	<p>MORE CONFIDENT, RESILIENT SALES TEAMS</p> <p>Salespeople come across as confident and with gravitas, especially with C Level clients</p> <p>More able to access their skills even in difficult situations</p>

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4. Selling in a Competitive Market



5. Proposing a Winning Solution



6. Value-Based Negotiations



Workshop Modules	Topics	Processes & Tools	Typical Outcomes
Selling in a Competitive Market	<ul style="list-style-type: none"> Differentiating your solution Qualifying sales opportunities Uncovering and influencing decision criteria Strategic influencing skills - eg with multiple stakeholders in complex sales 	<ul style="list-style-type: none"> The Competitive Map The Win-Plan © 	<p>DIFFERENTIATE YOURSELF FROM THE COMPETITION</p> <ul style="list-style-type: none"> Better win-strategies developed Pro-active approach to sales opportunities Prospects use decision criteria that favour you
Proposing a Winning solution	<ul style="list-style-type: none"> Writing client-focused business proposals and quotes Pitching with impact and influence 	<ul style="list-style-type: none"> Sales Proposals and Quotation Templates A Winning Sales Pitch Template 	<p>INCREASED WIN RATIO</p> <ul style="list-style-type: none"> Sales proposals that influence as well as communicating clearly High impact pitches
Value-Based Negotiations	<ul style="list-style-type: none"> A step by step structure for Win-Win negotiations Always negotiating from a position of strength Dealing with buyers tactics and difficult negotiators 	<ul style="list-style-type: none"> Negotiation checklist 	<p>IMPROVED MARGINS</p> <ul style="list-style-type: none"> More confident negotiations Negotiations that focus on value rather than price



About Greenbank

We are a global, yet intensely personalised, consultancy, with a real passion for developing our clients' sales, negotiation and leadership capabilities - improving revenues and margin as a result.

We are honoured to have worked with some really interesting organisations and truly exceptional individuals – at the last count in over 15 countries and 6 different languages!



Recent Feedback

"I am delighted to confirm that we won back that deal we thought we had lost as a result of the work Greenbank delivered. We have already achieved ROI many times over. This stuff really works!"

Thierry Cardin, Sales Director, Dow Jones

"Ian is quite simply one of the best sales trainers I've had the good fortune to work with. Unlike many training providers, working with Ian will result in specific deliverables and changes in behaviour that drive results - increased win rates, larger deals and faster time to close.

Investing in training with Greenbank will return massive ROI - you can take that as a certainty. As an added bonus, Ian's delivery style is engaging, down to earth and highly interactive, ensuring participants both enjoy their time in training and gain as much value as possible."

Anthony Tattersall, Chief Sales Officer, Launchpad

"I have to say it was one of the most valuable and useful days I've spent since I joined the company. As a result of the experience, I will be totally changing our team's presentation approach, starting Friday!"

Director, AIB

To discuss how our Value-Based Selling Programme can make a difference to your company, contact ian@greenbankltd.com or phone +44 (0)20 8299 4060.

