

ROI Selling

Value Inventory Workshop

In this highly interactive workshop we gather your sales, marketing and executive management personnel together and walk them through the process of completing a **Value Inventory Document**. This workshop begins with the question “Why buy a product or service like yours?” Once we exhaust all the possible reasons to purchase a product or service like yours, we return to capture the issues, pains and goals that are associated with the emotional reason to buy. Our workshop continues as we capture the desired outcomes, stakeholders and finally your recommended solution that will help your sales personnel remove roadblocks prohibiting the sale. We help you understand why buy, why now and why from you.

- R.O.I. Selling Value Inventory sample -

<u>Why Buy</u>	<u>Business Issue</u>	<u>Desired Outcome</u>	<u>Stakeholder</u>	<u>Solution / Feature</u>	<u>Category</u>	<u>Value Metric</u>	<u>Value Statement</u>
We want to improve the efficiency in our sales force	because cost of sale continues to rise	We want to reduce the time to revenue and shorten the sales cycle	VP Sales	ROI Questionnaire provides direction, Dashboard reduces sales cycle	Reduce Cost	Ongoing cost of sale	Reduce the on-going cost of sale by shortening the sales cycle
We need to get sales people up to speed faster	because it cost money to have untrained sales people on staff	We want to reduce the time to train new sales people	VP Sales, VP Training	ROI Questionnaire provides direction and reduces product training time	Reduce Cost	Cost per new hire to train	Reduce sales training costs with reduced time to productivity
I want to eliminate or minimize discounting	because margins are being reduced	Increase my revenue	VP Sales, CFO, CEO	ROI Financial dashboard contains metrics that help reduce or eliminate discounts	Increase Revenue	Additional margin	Reduce or eliminate discounting by proving the value delivered, utilizing proof points and the ROI Selling Financial Dashboard
We need to align sales and marketing	because we are wasting money on marketing programs sales is not buying into	We want to increase our revenue per closed lead...reducing our cost per lead generated	VP Marketing, CEO, VP Sales	ROI Workshop is the vehicle that provides the link between sales and marketing	Reduce Cost and increase Revenue	Cost per lead / Revenue per closed lead	Increase your revenue and reduce marketing cost by aligning sales and marketing

The ROI Selling workshop is an important first step in the deployment of a corporate sales tools. The information we gather during the workshop establishes the foundation for your ROI Selling tool kit, including the Questionnaire, Dashboard, and Business Case Analysis, and for its deployment throughout your sales process, SFA implementation, or other marketing programs. The quality of the Value Inventory Matrix is the single most important step in determining the success of your ROI Selling Model.

“We understand more than ever what it means to be a partner our clients trust with helping them solve their problems. Our future depends upon it!”

Steve Smidler, VP
Marketing Rockwell
Automation



ROI4Sales
sales tools to drive value