



# VALUE FORWARD SALES METHOD



**TODAY, MOST COMPANIES PULL THEIR VALUE BEHIND THEM.**

We have developed a strategic sales training process to solve this business problem. Our sales training program will teach you how to create business value, cold call management successfully, network for leads, give executive presentations, negotiate with management and close more deals.

**WE ARE SPECIALISTS IN SALES STRATEGY AND SALES TRAINING!**

We help salespeople and corporate management teams just like yourself sell more through the use of our strategic and tactical sales practices and techniques and proven marketing methods.



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## HOW TO INCREASE REVENUE CAPTURE SUCCESS USING A PLANNED PROCESS

Growing a business in today's economy requires a planned process to increase your sales success. The Value Forward sales approach focuses on helping companies increase their revenue capture capacity by helping sales and marketing teams communicate more effectively their business value, differentiate themselves from their competition and position themselves as a peer in the boardroom, instead of a vendor waiting in the hallway.

The 3T sales process uses a premeditated approach where trust, sales transactional action steps and salesperson time management are used as an integrated process to increase revenue capture performance.

The Value Forward 3T sales process is designed around:

- **Building Trust** with the client so they understand and believe your value
- **Inducing Transactions** by making prospects take action steps with you in tandem to prove to you that they are qualified
- **Managing Your Time** by focusing on the sequential engagement steps that are needed to close the deal



By using this structured process, we shorten sales cycles, increase closing ratios and improve sales team member performance.



## SELLING PROFESSIONALLY TO MANAGEMENT IS NOT EASY.

Many of our sales training students have been exposed to traditional sales methods and teaching programs but have found that their approach was too generic and did not work when they tried to sell senior management executives of Fortune 1000 companies, presidents, vice presidents and directors of mid-sized and smaller firms. Value Forward Selling is very specific and ONLY designed for people like you.

## SELLING IS ABOUT GETTING THE PURCHASE ORDER . . . THAT'S IT!

You and I know there are many sales training courses and methods taught today. Through our sales course and education program, we will teach you how to sell more to your existing customers and to new management prospects.

If you give me a few minutes of your time, I will discuss our sales training course and why it's been so successful.



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## WHO IS THE SALES TRAINING COURSE DESIGNED FOR?

This program is designed for account sales managers, key account salespeople, VP's of Sales, VP's of Marketing, Business Development Managers, and CEO's seeking to grow revenue.

Through this step-by-step sales course, you will learn *How to Sell to Management: Become a peer in the boardroom, instead of a vendor waiting in the hallway* and increase your sales success and commissions.

## HOW IS "VALUE FORWARD SELLING" DIFFERENT FROM ALL THE OTHER SALES TRAINING COURSES YOU HAVE TAKEN OR STUDIED?

Simply put, today most sales training courses, books, seminars and methods are designed in four ways:

1. They are created as generic sales training programs to be used for everyone . . .
2. Many sales program tactics and strategies are so convoluted in their approach that they don't work in the real world and end up extending and complicating sales cycles and your ability to get the prospect to give you a purchase order. They sound logical and strategic in their approach when you first hear them, but at the end of the day . . . they just don't work well in the real world.
3. Most sales training focuses on selling everyone in the organizational chart, not specifically selling to management. Or worse, when they point you to management as a prospect, they use incorrect methods that push you away from the management executives you are trying to sell.
4. Once you have taken their course, if you have questions or need to personalize the program to your selling market needs, you end up having no contact with the training coaches to help you through your questions.

Our course uses a systematic, step-by-step sales process, telling you what to do, what to say and how to move your sales cycle forward so you can sell management. This is not a generic sales training course, but a proven tactical methodology on how to find, present and close deals with decision makers.

If you are currently selling anyone below the title of director, you are already perceived by your prospect to be a commodity. *Our program focuses on how to sell to management.* We don't ignore lower-level contacts, but instead focus on getting to and selling the executive staff while "managing" lower level contacts.

Meeting, presenting and selling management prospects is the key to increasing your sales and your sales income.



## OUR PROVEN SALES PROGRAMS AND SALES TRAINING TECHNIQUES ARE USED IN OVER 90 COUNTRIES WORLDWIDE.

Value Forward Selling has been taught in over ninety countries worldwide and is based on real world experiences. It is designed to teach new account executives and seasoned sales executives how to find, propose, and close products and services deals to senior management executive decision makers.

These sales techniques are based on the best sales practices currently working in the technology and professional service marketplace and on our experiences in training over 20,000 salespeople and consulting with over 500 firms.

Value Forward Selling is a proven sales methodology that works with small startups, VC-funded players, large public companies and established privately-held corporations.

Thousands of salespeople and managers like yourself have used our sales training methods to sell more including VP's of Sales, CEO's, VP's of Marketing and Business Development Managers . . . and you can too!



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## WHAT DOES THE SALES TRAINING COURSE COVER?

Value Forward Selling covers each step of your sales cycle including how to find and contact qualified buying prospects, how to strategize each prospect's business needs, and how to manage your sales cycle to close and capture the purchase order faster.

## SALES IS A PREMEDITATED SPORT

By using this structured process, we shorten sales cycles, increase closing ratios and improve sales team member performance.

It requires a defined approach that generates the most sales, in the shortest time frame at the highest profitability.

The Value Forward 3T sales method is a proven, studied approach designed for growth directed firms who are seeking a replicable and scalable process that can be taught and is measurable.

Our sales training offerings include ½ day, one day and multiple day client engagements that cover a broad range of subjects including:

- How to Cold Call Management and Create Value Up Front That Prospects Believe
- How to Set Up Your First Appointment and Qualify Prospects Quickly
- How to Communicate Value to Management to Create Peer to Peer Trust
- How to Give Executive Presentations Using a Whiteboard to Induce Management to Buy
- How to Sell Key Accounts and Set Up Pursuit Sales Teams
- How to Negotiate Based on Value and Close Deals
- Time Management for Salesperson Success
- Sales 101: Sales Training for New or Non-Salespeople
- Value Forward Selling Advanced Sales Training

Courses can be scheduled onsite or as a series of private and interactive long distance telephone workshops for your sales team based on your corporate budget and objectives.

If you are seeking a sales training success program designed around a planned process that puts your business value in front of you and that gives your team a defined method to succeed, then contact us today.