



How Values-Based Selling Leads You to Your Best Buyers

How can you dramatically improve your success in sales while also coming to a better understanding of your buyers? Values-based selling can have a dramatic impact on both objectives by aligning your sales process and approach with the buyer's needs.

1. The Key Goals of Sales

There are two key goals for every sales professional. They are:

- Meet or exceed your sales quota
- Find the right prospects

The key is to find your *best-fit* prospects, not just hunt for *more* prospects. In fact, increasing your quantity of sales conversations without identifying qualified prospects will actually lower your closing percentage and lead to failure.

2. What is Values-Based Selling?

Values-based selling is an approach to sales relationship development focused on:

- Strengthening business relationships with your prospects
- Recognizing that the prospect is, ultimately, in control
- Aligning your approach and understanding with the prospect
- Establishing a clear process and guiding the prospect through it
- Becoming more attentive to your prospect's motivations and needs

3. Understanding Values Alignment

Alignment of values is best accomplished when the sales professional:

- Gets to know the prospect through detailed questions/discussion
- Develops a clear sense of his or her own values
- Becomes self-aware about the values he or she brings to the table

How to evaluate a lead for values alignment:

- What are the prospect's goals/objectives?
- How are they evaluating options?
- Which pain points are they experiencing?
- What is the basis for their definition of reasonable expectations?
- How does the prospect's behavior and manner suggest specific values?

4. Strengthening Prospect Profiles and Identifying Best-Fit Prospects

Build a more comprehensive picture of your ideal prospect by interviewing your current customers as well as future potential customers. Ask questions about:

- Decision process
- Key priorities
- Focus on motivations
- Selection criteria and values

Then, use this information to create stronger value statements, and:

- Sharpen brand messaging
- Build relevant examples and stories
- Modify your sales process to align better
- Connect future prospects to your values

5. Three Steps to Success

Step One: Think about how you can make a better connection with prospects.

Step Two: Construct value statements that will uncover/align with prospect values.

Step Three: Use those value statements in your sales process, including qualifying.

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