



How Values-Based Selling Leads You to Your Best Buyers

SlideShare Edition

Welcome



- Your Presenter:
 - Deb Brown
 - Practice focus:
 - Sales coaching
 - Sales training
 - Clients include:
 - Small businesses
 - Growing companies
 - Fortune 500



Introducing Sell Like Jesus



- Applied leadership and sales approach
- Sell in a way that aligns with your values
- Dynamic and holistic approach based on the example of Jesus of Nazareth
- Sales training & coaching with leadership development.



Introducing Sell Like Jesus



Learn more about Sell Like Jesus®:

- > Why Sell Like Jesus?
- > Who It's For
- > The SLJ Approach
- > Values-Based Selling
- > Quotes & Comments
- > Workshops & Interviews

Learn more at:
www.SellLikeJesus.com



Today's Agenda

- The two key goals of sales
- What is values-based selling?
- Understanding values alignment
- Strengthening prospect profiles
- Identifying your best-fit buyers
- Three steps to success
- Questions and answers
- Key takeaways



The Key Goals of Sales



Sales professionals must...

- Meet or exceed quota
 - Every day
 - Every month
 - Every quarter
 - Every year



Sales professionals must...

- Find the right prospects
 - Every day
 - Every month
 - Every quarter
 - Every year



How do these relate?

- Finding **better** prospects means...
 - Spending more time in solid sales cycles
 - Closing more deals with less effort
 - Increasing future pipeline opportunities
 - Strengthening your sales success rate



How do these relate?

- Finding more prospects but **not** better ones means...
 - Creating more sales cycles
 - Generating sales activity
 - Becoming buried in cycles where you will lose
 - Increasing activity but lowering hit rate
 - Reducing sales effectiveness
 - Burning yourself out, fast and furious



Why you need to focus...

- Selling to poorly qualified prospects is simply wasting time
- Building strong relationships with best-fit suspects will create a strong future pipeline
- The goal is **not** sales activity
 - The goal is sales **success**
 - Hit rate = # of sales cycles / # of deals
 - Increase your hit rate!



What is Values-Based Selling?



What is Values-Based Selling?

- An approach to sales relationship development
 - Emphasis on creating and strengthening a business relationship with the prospect
 - Recognizes that the prospect is the one who is ultimately in control
 - Focuses on the value of a strong business relationship whether or not it leads to an immediate sale
 - Each relationship has its own value



What is Values-Based Selling?

- Focused on understanding and **aligning** with the prospect's own viewpoint
 - Values encompass a number of elements:
 - Moral
 - Ethical
 - Strategic
 - Emotional
 - Personal
 - Cultural
 - Practical or circumstantial
 - All of these are important values



What is Values-Based Selling?

- Values alignment means learning about and understanding the prospect's values...

....and then determining clearly whether there is alignment between those values and the solutions that you and your company bring to the marketplace.



What is Values-Based Selling?

- Where values alignment exists and is clearly identified by the sales professional:
 - Prospects tend to see the values-aligned vendor as the likely 'best fit'
 - Prospects increase their respect for the vendor and are more inclined to view things through the eyes of 'partnership'
 - Prospects will often share unsolicited information to help the vendor understand and accommodate key details



Understanding Values Alignment



About Values Alignment

- Alignment of values is best achieved when the sales professional:
 - Gets to know the prospect through detailed questions and meaningful discussion
 - Develops a clear sense of his or her company's own values
 - Becomes self-aware about the values he or she brings to the table as well
- Values alignment brings prospect, sales professional and vendor together



About Values Alignment

- How to assess for values alignment:
 - What are the prospect's goals/objectives?
 - How are they evaluating options?
 - Which pain points are they experiencing?
 - What emotional factors are in play?
 - What is the basis for their definition of reasonable expectations?
 - How does the prospect's behavior and manner suggest or present specific values?



About Values Alignment

- Based upon those answers and observations, ask yourself:
 - Do their expectations align with what our solution can offer?
 - Are we able and well-positioned to address their emotional as well as strategic needs?
 - How can we demonstrate values alignment through our words and actions?



Strengthening Your Prospect Profiles



Understanding Your Prospects

- Most sales organizations do not invest time in getting to know their prospects
- Values-based selling demonstrates the importance of knowing your prospects
- One way to do this is to create a clear picture through:
 - Prospect profiles
 - Buyer personas



Understanding Your Prospects

- Ways to get to know prospects better:
 - Talk with current accounts
 - Interview potential future customers
 - Ask questions about their decision process
 - Identify their key priorities
 - Focus on what motivates them to buy
 - Zero in on selection criteria and values
 - Strategic
 - Circumstantial
 - Emotional



Understanding Your Prospects

- Use this information to:
 - Create stronger value statements
 - Sharpen your messaging around their priorities
 - Build examples and stories into your sales model and materials
 - Modify your sales process to improve the emotional experience
 - Ensure that each step enables future prospects to connect with your values



Understanding Your Prospects

- Develop a set of prospect profiles or buyer personas:
 - Written description of a set of representative prospects
 - Fictionalized examples based on actual people or organizations
 - Information may include:
 - Information on their personal or work life
 - Current challenges
 - Sources of stress (needs and pains)
 - Factors they use to evaluate/select/buy



Identifying Your Best-Fit Buyers



Best-Fit Buyers

- Your best-fit buyers are those who...
 - Have a clearly defined need for your product or service
 - Are likely to follow a reasonable decision cycle to select a solution
 - Are values-aligned with your company in their buyer's journey
 - For example, educational content you provide should answer questions that a 'best-fit' buyer will almost certainly be asking



Best-Fit Buyers

- You can use the language of values to qualify prospects and strengthen 'fit'
- The more you use values-based language, the more you will actually **attract** better prospects
- Use values-based language when you...
 - Network
 - Meet with referral partners
 - Talk with potential future suspects
 - Engage in marketing communications



Best-Fit Buyers

- Use your current customers to demonstrate the characteristics of 'fit'
 - Ask them for testimonials
 - Write case studies on their experience
 - Structure your sales communications around the key values you've identified
 - Economic
 - Strategic
 - Circumstantial
 - Emotional
 - Etc.



Three Steps to Success



Three Steps to Success

- **Step One:**

- Think about how you can make a better connection with your prospects by getting a better understanding of your current client's wants and needs.
- This allows you to know who your ideal customer is.



Three Steps to Success

- **Step Two:**

- Think about how you can construct value statements about your products and services that will uncover what your ideal prospect values.
- Focus on the full range of values (from economic to emotional)



Three Steps to Success

- **Step Three:**

- When you use those value statements to evaluate whether there is a good fit with the prospect, you will find more people that fit your ideal customer profile.
- Use this to more effectively target future prospects and attract new opportunities.



**Questions or
Comments?**



Key Takeaways

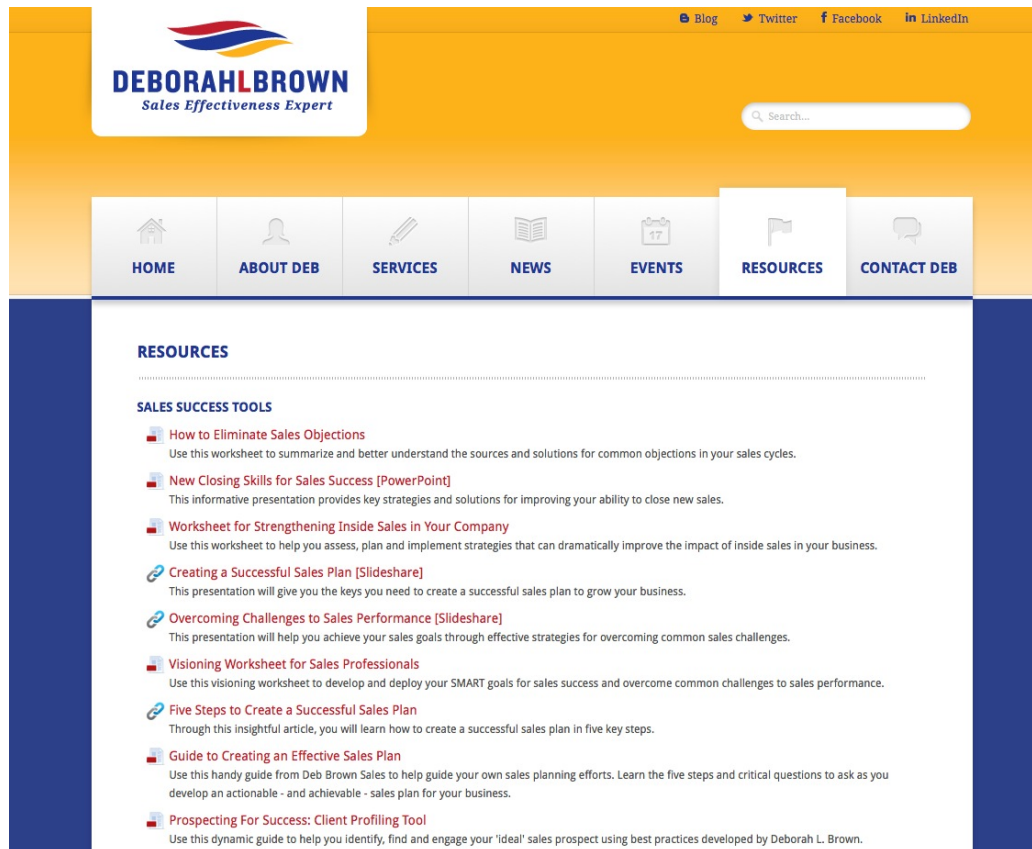


Key Takeaways

- Meeting quota is one goal of sales, but finding the right prospects is an equally important one.
- Values-based selling focuses on identifying the full range of the prospect's buying factors.
- By understanding and applying values alignment, you improve your ability to qualify and close.
- Use this process to strengthen your prospect profiles and identify your 'best-fit' buyers'.
- Take three key steps and you will start experiencing greater sales success.



Webinar Worksheet



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