



**SELLLIKEJESUS<sup>®</sup>**  
VALUES-BASED SALES APPROACH



# **A Values-Based Approach to Lead Nurturing**



- 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



**SELLLIKEJESUS®**

VALUES-BASED SALES APPROACH



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- > Who It's For
- > The SLJ Approach
- > Values-Based Selling
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# Today's Agenda

- What is lead nurturing?
- What is values-based selling?
- Understand and apply values alignment to prospect relationships
- Questions & answers
- Key takeaways
- Next steps



# What is Lead Nurturing?



# What is Lead Nurturing?

- Lead nurturing is a process that involves:
  - Managing a lead (i.e. prospect relationship) from identification through the start of an active sales cycle
  - It includes Lead Qualification plus much more



# What is Lead Nurturing?

- The objectives of lead nurturing are to:
  - Learn about and research the lead
  - Identify the potential for a sales opportunity
  - Qualify the lead to ensure good fit
  - Successfully build interest, engagement and loyalty with the lead so that:
    - Sales opportunity is created
    - Prospect views your company as a high-potential choice and a likely good fit even before the sales cycle begins





# What is Lead Nurturing?

- Lead nurturing activities include:
  - Marketing to the lead
    - Information, data sheets, case studies
    - Newsletters, eNewsletters, alerts, updates
  - Conversing with the lead
    - Asking questions, exploring interests
    - Developing a reliable relationship
  - Engaging the lead
    - Inviting to learning opportunities and events
    - Providing targeted or special info



# What is Lead Nurturing?

- Lead nurturing benefits include:
  - Better-educated and informed lead
  - Clarity to accurately qualify potential
  - Valuable intel that can be used once the sales cycle actually begins
  - High pre-sale confidence by the lead
    - “That company knows what it’s talking about”
    - “Those people are sharp and reliable”
    - “I think we should seriously consider them”
    - “I trust their judgment/ideas”



# 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
  - 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?



# Applying Values Alignment to Sales



# Values Alignment to Sales

- Ways you can apply values alignment:
  - Ask more in-depth and specific questions
  - Provide examples and seek feedback
  - Sharing highly specific content and asking follow-on questions, such as:
    - “Here is one of our case studies from a company not unlike yours. Please read what their CEO said about our solution’s impact on their challenges and let me know how this does or does not relate to your own business goals and objectives.”



# Values Alignment to Sales

- Ways you can apply values alignment:
  - Assigning “homework” that is valuable to both parties and to the process
    - “Please complete this online survey that will help us understand your needs”
    - “I am going to send you a simple scorecard for you to use in evaluating your needs and goals”
    - “Here is a checklist our clients like to use when making this kind of decision. Please let me know how this aligns with your current list of steps”
    - “Let’s go ahead and define the outcomes we’d like from each discussion”



# Values Alignment to Sales

- What it takes:
  - This approach takes confidence
  - You need to be willing to take a risk by showing prospects that you are engaged, interested and highly professional
  - You need to push through early barriers and ask more in-depth and complex questions
  - Questions are not only to generate answers – they are also intended to encourage new thinking by the prospect



# Values Alignment to Sales

- What it does:
  - Provides far greater insight into the customer's mind (sometimes, even before a formal sales cycle begins)
  - Gives prospects a clear 'feel' for how your firm does business and what the post-sale relationship will be like
  - Provides structure to the sales process that focuses on ensuring a strong 'fit' through discussing values alignment
  - Replaces fuzzy thought with clarity





**Questions or  
Comments?**



# Key Takeaways & Next Steps



# Key Takeaways

- Lead nurturing offers enormous and largely untapped opportunities to strengthen sales
- Values-based selling recognizes that the prospect is at the center of the sales cycle
- Values alignment seeks a clear and identifiable fit between the prospect, you and your firm
- Implementing a values-based approach requires a more confident, firm and detailed approach to relationship development
- The goal is always a *strong relationship*



# Next Steps

- Take these key steps to begin improving your lead nurturing process and impact:
  - ① Evaluate your current lead nurturing activities
  - ② Commit to a more robust nurturing process
  - ③ For every step, ask the prospect questions
  - ④ Orient key questions toward the full range of values (strategic, emotional, practical, etc.)
  - ⑤ Use the process and questions to create strong business relationships



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**Thank you!**



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