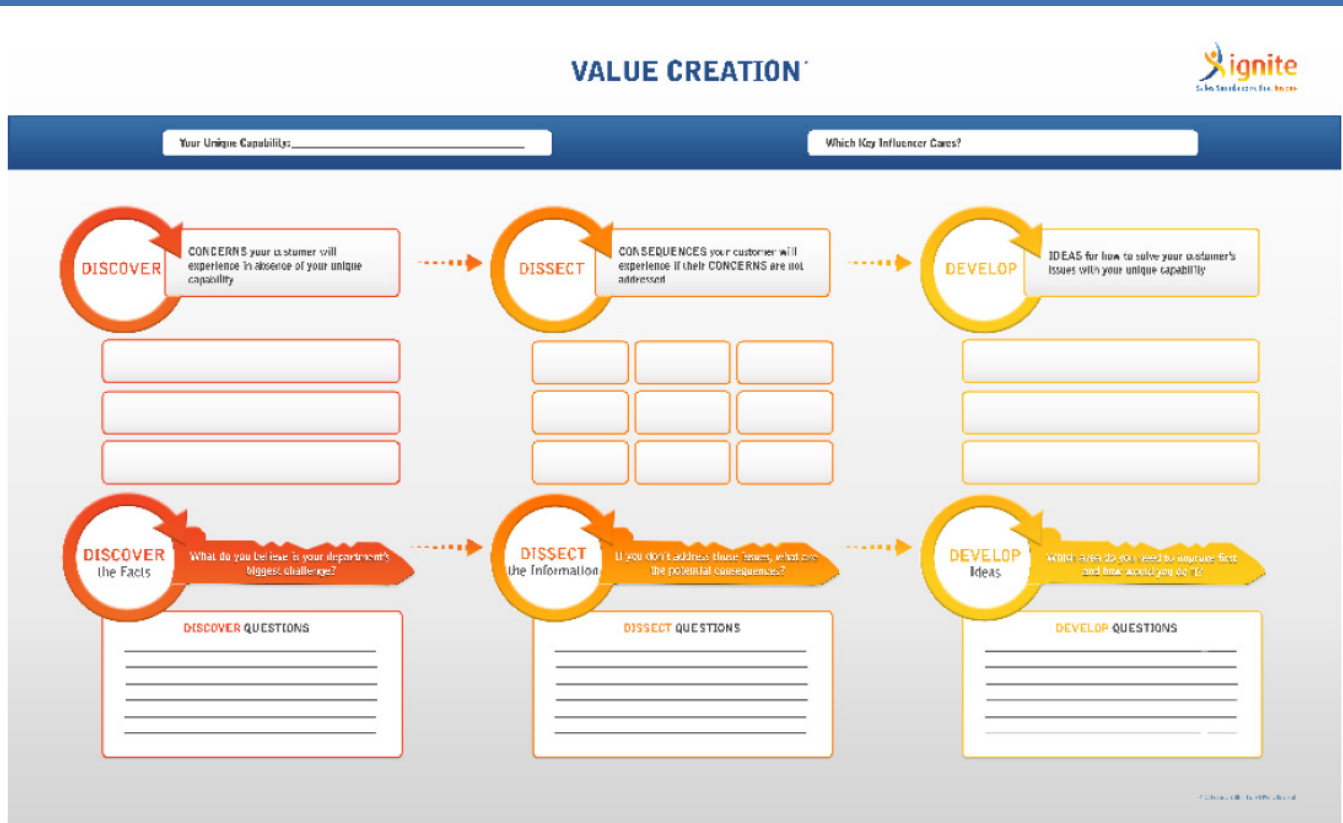


# Ignite Your Value

From our thought leader partner Ignite Selling



## Leverage your unique capabilities

Let's face it, most sales reps struggle with truly leveraging their solution's unique differentiators in a meaningful way. Most reps merely talk about why their solution is different, but don't make the connection to the challenges and ultimate consequences those challenges can lead to in their business.

This module will help your team identify how and why your unique capabilities should matter to their key influencers. Through the Ignite 3D questioning model, your sales reps will learn to ask high impact questions to better create value.

## Quantifying Value: Positioning value more effectively

*Ignite Your Value* is a 1-day workshop covering two important aspects of winning large, complex sales — mastering the value conversation and quantifying the value of your solution.

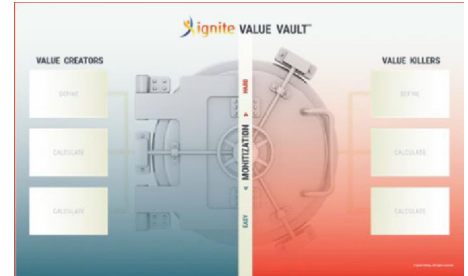
Multiple influencers in an account see and quantify value differently, but most sales reps struggle to uncover this information and struggle to quantify the value of those unique capabilities. This creates significant challenges when there are numerous influencers that you must win over to close the sale.



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The first part of this workshop focuses on improving the value conversation and the skills required to do proper discovery and identify the possible needs of the multiple key influencers involved in the buying decision. The second part of this workshop then develops the value quantification skills – the economics and metrics that matter most to each influencer.



This workshop is delivered through a highly interactive content simulation that is custom designed for each client to reflect situations sales reps face each day.

## How we work with you

*We have a proven approach for ensuring that your sales improvement initiative succeeds.*

1. **Learning Alignment Workshop:** Identifies the business outcomes, sales strategies you must achieve and the critical skills your salespeople need to execute.
2. **Program Design:** With the critical skills identified, we custom design and build the programs and sales simulations to deliver the learning experience.
3. **Prework:** We provide online e-learning modules to introduce key models and frameworks in advance, which enables more time in the classroom for application.
4. **Instructor-led Sessions:** Our facilitator guides your teams through a competitive simulation. Your people will learn from each other and develop new skills to solving real-world problems.
5. **Post Workshop:** We help your sales managers to enhance their coaching skills to reinforce desired behaviors change, and we offer a reinforcement solution that 'drip-feeds' key learning nuggets to solidify learning for successful application.
6. **Coach the Coach:** We help you help you sales managers become better coaches by providing immediate, accurate and critical feedback on their coaching skills.
7. **Measurement:** All the reinforcement and coaching activities include assessment reports to help pinpoint the success or struggles of a specific sales rep or sales team. This allows for the feedback necessary to make quick and necessary modifications to ensure proficiency is being reached and business outcomes are being achieved.

**For additional information,** visit [Advantage Performance Group](https://www.advantageperformance.com), call us at (415) 925-6832 or email [contact@advantageperformance.com](mailto:contact@advantageperformance.com). Explore our complimentary resources at [apg1.us/free](https://www.apg1.us/free).