TODAY’S B2B SELLING ORGANIZATIONS FACE INTENSE CHALLENGES

- **Increased buyer sophistication** due to greater information availability
- **Compressed product life cycles** as a result of technological advances
- **Price pressures on products and services** due to intense local and global competition

Sustaining profitable growth in B2B sales requires firms to **customize** market offerings to reflect individual customer needs and buying processes, to **communicate and prove** their offerings’ benefits and worth, and to **differentiate** the offerings from the next best alternative. Effective value-based selling (VBS) confronts these challenges head on.

EXCELLENCE IN VALUE-BASED SELLING PROVIDES THE MARGIN FOR SUCCESS

VBS is simple in concept: grow sales by demonstrating to customers that the “total value” of the product, service and program offerings, relative to price, exceeds that of the competition. When successfully executed, VBS provides buyers with the business case needed to justify the purchase decision within the customer’s organization, based on terms that are meaningful to the spectrum of decision makers.

MASTERING VALUE-BASED SELLING REQUIRES A COMPREHENSIVE AND INTEGRATED EFFORT

Many firms sell based on price, features and friendship. Moving to value-based selling requires a different set of skills, messages and support. To build sufficient VBS capability, a framework of sales effectiveness drivers must be evaluated and addressed.
Communicating and demonstrating superior value through effective value-based selling is necessary to profitably win and grow customers in today’s challenging B2B selling environment. To learn more about value-based selling and how it can transform your organization, please contact us.

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