

# How to Close Deals **WITH VALUE**

**NOT JUST THE PRODUCT**





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Sales Training International



# SO WHY DO MOST SALES FAIL?

-  **Because sellers talk features.**
-  **But buyers want VALUE.**

**To close more deals you need to shift the focus from your product, to what it actually does for your customer.**





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# WHY FOCUS ON VALUE?

Because buyers **buy solutions,**  
not products.

When you sell value, you:



**Build trust**



**Create strong  
relationships**



**Make sales**





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# WHAT IS **VALUE SELLING?**

**Value selling is about understanding what matters to your customer, and aligning your solution to it.**

**It's not about what your product is.**

**It's about what your product does for them.**

**Let's break down 4 key stages of the process.**







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# IDENTIFY THE OPPORTUNITY

To understand better, start by assessing:

**Is there a real business problem?**

**Is there potential for change?**

**Is the buyer motivated to solve it?**

**This is where you qualify the opportunity,  
before you invest time and effort.**





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# VALUE DISCOVERY

**Understand the Stakeholders & Drivers**

**Who are the key decision-makers?**

**What do they care about?**

**What are their success metrics?**

**Understand the why behind the purchase, not just the what.**





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# VALUE DEMONSTRATION

**Show why you're the right choice. This is where the deal is won or lost.**

**Tailor proposal to the buyer's priorities**

**Link benefits to their business goals**

**Handle objections and negotiate well**

**Make the value visible, not just the product.**





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# VALUE DELIVERY

The sale doesn't end at the close. You still need to prove you can deliver what you promise.

**Track and measure results**

**Report on the impact**

**Stay engaged to build long-term trust**

**Clients remember the outcome, not the pitch.**







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# YOUR BUYER ISN'T JUST **BUYING A PRODUCT**

They're buying:



**Clarity**



**Confidence**



**And results**







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**THE**

# **VALUE SELLING PROCESS**

## **HELPS YOU:**

- ✓ **Qualify real opportunities**
- ✓ **Build trust with key stakeholders**
- ✓ **Present impact, not features**
- ✓ **Deliver what was promised**





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