ValueSelling & KCP: Accelerating Exponential Growth

Mimberly-Clark PROFESSIONAL

ValueSelling amped up KCP's marketing approach. A global rollout coupled with ten consulting touchpoints led to sustainable and impressive growth.

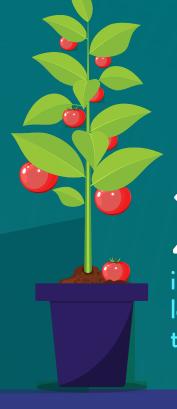
Marketing Results:

average increase

in seller confidence of marketing materials



186% increase in Click Through Rate (CTR)



increase in leads at tradeshow

Associated Sales Revenue:



23% increase in win rate when **ValueSelling** applied*



ValueSelling responsible for

of KCP revenue

(annualized)



292%

increase in average deal size when ValueSelling applied*

*defined as having an eValuePrompter® created and at least one Mutual Plan Letter



Keep it simple. Drive results.









About ValueSelling Associates, Inc.

We help revenue professionals achieve measurable and remarkable results. Powered by the ValueSelling Framework® methodology, training and toolset, our approach aligns your revenue engine with a common language that enables all customer-facing roles to compete on value, not price, and saves time in all selling scenarios. www.valueselling.com