



VALUESELLING for MARKETING PROS

Aligned Messaging and Improved Differentiation Drive Leads and Build Brand Trust

ValueSelling for Marketing Pros aligns marketing and sales to increase top-of-funnel activity and improve the customer experience (CX).

According to Forrester, the trust gap between B2B companies and buyers has never been larger – and nothing erodes trust like misalignment.

It's too easy to fall into this trap when marketing and sales speak different languages, tech stacks are segmented and the focus on product-led revenue motions causes marketing to underperform.

The solution is a common language and framework to align your revenue engine. When you get it right, the results speak volumes:

- 32% higher revenue
- 36% more customers
- 38% higher win rates (Aberdeen Group)

Based on the proven ValueSelling Framework®, ValueSelling for Marketing Pros enables product and marketing teams to support revenue growth by improving marketing sourced/influenced pipeline, increasing leads and conversions and consistently delivering positive ROMI.

Align Your Revenue Engine

ValueSelling for Marketing Pros teaches marketing to leverage the same methodology as sales – complete with the additional tools and techniques they need to showcase the unique value your company brings to the market through:

- Powerful, actionable personas that transform targeting
- Value messaging that increases customer demand
- Assets that motivate action throughout the buying journey and advance sales

PROGRAM GOALS



Sales/Marketing Alignment



Customer-centric Messaging



Increased Brand Trust



Improved Campaigns



Higher MQL Conversions



Assets to Drive Engagement



Both Training Industry and Selling Power have named ValueSelling Associates to their annual Top Sales Training Companies list.



Insights for an Improved CX and Buyer Engagement

When revenue teams speak the same language, it enhances buyer engagement and customer value/retention through:

- **Seamless CX**
 - Improved knowledge-sharing builds brand trust with consistent messaging.
- **Memorable Differentiation**
 - Identify problems that you are uniquely positioned to solve and vet them against key competitors to create tailored resources that drive buyer engagement.



Align Your Revenue Engine and Drive Qualified Leads with ValueSelling for Marketing Pros.

We provide the tailored training and content your team needs to hit the ground running.

To learn more, contact info@valueselling.com today

Post-workshop reinforcement includes enrollment in ValueSelling@Work®, a 14-week micro-learning reinforcement series, as well as 30-, 60-, and 90-day consultations and skills enhancements.

The Learning Journey

The transformation begins with a virtual event, "Why Change, Why Now," to level-set goals. Next, participants enroll in eValueSelling Fundamentals®, our e-learning course that covers the fundamentals of ValueSelling. Then comes a two-day instructor-led workshop (or four half-days, if conducted virtually), customized to include a deep dive into either content assessment and/or persona creation/enhancement. Topics include:

- Reviewing the ValueSelling Framework
- Using O-P-C Questions and Building the Differentiated Vision Match
- Having the Value Conversation
- Targeting Power and Creating Mutual Plans
- Leveraging Storytelling
- Creating Compelling Content
- Developing Powerful Personas



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Keep it simple. Drive results.



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