Building a Winning Value Proposition for SaaS Procurement Solutions

# Module 3: Crafting Business Impact Messaging

[How to Quantify Business Impact in B2B SaaS](https://www.youtube.com/watch?v=m15T56XrpXs)

[Storytelling for B2B Sales](https://www.youtube.com/watch?v=s7wmiS2mSXY)

# Module 4: Storytelling & Differentiation

[B2B Storytelling: How to Sell SaaS Value](https://www.youtube.com/watch?v=s7wmiS2mSXY)

[Differentiation in SaaS Products](https://www.youtube.com/watch?v=0T1P2rN3U0Y)

# Module 5: Tools & Templates for Selling Value

[Value Proposition Canvas Explained](https://www.youtube.com/watch?v=2B3wL9y7j4o)

[ROI Calculators in SaaS](https://www.youtube.com/watch?v=MLnYp2Hl-Wk)

# Module 6: Presenting the Value Proposition

[Presenting Business Value to Executives](https://www.youtube.com/watch?v=Iq3tzG9F0wM)

[Handling Objections in B2B SaaS Sales](https://www.youtube.com/watch?v=GnlF6e1v0kE)

# Module 7: Discovery Calls & SPIN Selling

Module 7: Discovery Calls & SPIN Selling for SaaS Procurement  
Duration: 60–75 minutes  
  
Learning Objectives:  
- Conduct effective discovery calls with potential customers  
- Apply SPIN Selling methodology to uncover pain points and business needs  
- Align your SaaS procurement solution with customer priorities  
  
Content & Best Practices:  
  
1. Introduction to Discovery Calls  
- Purpose: Learn about the customer’s current environment, challenges, and priorities  
- Key Principle: Discovery calls are not a demo; they’re listening sessions  
- Preparation: Research the company, stakeholders, and industry  
  
2. SPIN Selling Framework  
  
Type | Purpose | Example Questions (SaaS Procurement)  
Situation | Understand context | "Can you walk me through your current procurement process?"  
Problem | Identify pain points | "What challenges do you face with managing multiple SaaS subscriptions?"  
Implication | Explore impact | "How does this inefficiency affect budget forecasting or compliance?"  
Need-Payoff | Highlight benefits | "If these issues were resolved, how would that impact your team’s productivity or cost savings?"  
  
Trainer Tip: Role-play each SPIN question type with participants using real-life SaaS procurement scenarios.  
  
3. Structuring a Discovery Call  
1. Introduction – Briefly introduce yourself and purpose  
2. Context Setting – Ask Situation questions to understand environment  
3. Pain Identification – Explore Problem & Implication questions  
4. Solution Alignment – Ask Need-Payoff questions to align solution  
5. Next Steps – Summarize insights and agree on follow-up  
  
4. Best Practices  
- Listen more than you talk (~70/30 ratio)  
- Take notes and capture quotes for storytelling later  
- Avoid jumping to features before understanding the problem  
  
References / Reading:  
- Neil Rackham, SPIN Selling (book)  
- Salesforce: Discovery Call Guide for B2B SaaS  
- HubSpot: How to Conduct Effective Discovery Calls  
  
Suggested Videos:  
- SPIN Selling Explained: https://www.youtube.com/watch?v=YVxdXKp3T\_0  
- Discovery Call Tips for SaaS Sales: https://www.youtube.com/watch?v=U9xJtz4JYkE  
  
Quiz (5 Questions):  
1. True or False: Discovery calls are mainly about demoing your product. ❌  
2. Which SPIN question type uncovers the impact of a problem? Implication ✅  
3. When should Need-Payoff questions be asked? After discussing problems and implications ✅  
4. True or False: You should talk more than listen in discovery calls. ❌  
5. Why is taking notes during a discovery call important? Captures customer insights for tailoring value proposition ✅  
  
Exercise / Role Play:  
Scenario: A mid-size company is struggling to manage SaaS subscriptions across departments.  
Task:  
- In pairs, conduct a 10-minute discovery call using SPIN questions  
- One participant is the sales executive, the other is the customer  
- Capture pain points and identify a tailored solution for the follow-up call  
Trainer Notes: Emphasize listening skills, probing questions, and linking customer challenges to solution outcomes.

[SPIN Selling Explained](https://www.youtube.com/watch?v=YVxdXKp3T_0)

[Discovery Call Tips for SaaS Sales](https://www.youtube.com/watch?v=U9xJtz4JYkE)