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)