

ValueSelling Quick Start Guide

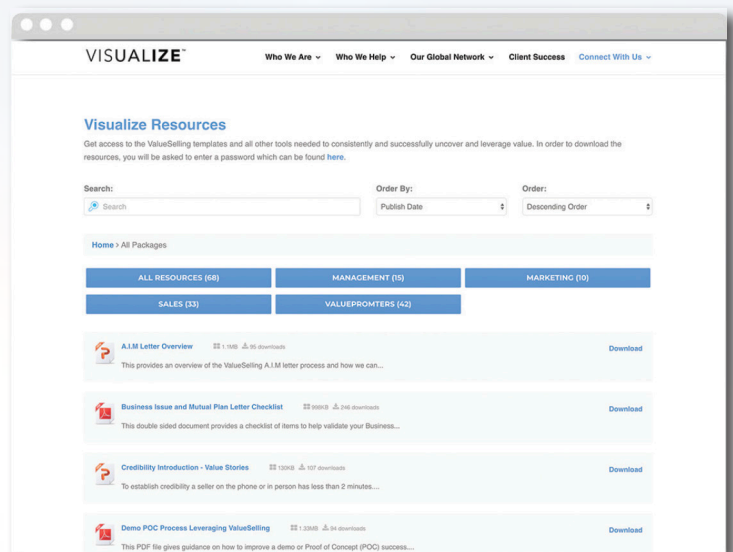
Visit our online resource center to get instant access to ValueSelling templates and all other tools needed to consistently and successfully uncover and leverage value.

<https://community.visualize.com/resources>

You'll be asked to enter a password to download these resources. Please use: **Visual8498**

Resources included in this guide:

- [ValuePrompter® Call Prep](#)
- [ValuePrompter® + Credibility Intro & Prep](#)
- [Sample Mutual Plan Letter](#)
- [Visualize's ValueSelling Value Validation Template](#)
- [Opportunity Assessment Guide with Editable Action Plan](#)



ValuePrompter® Call Prep

This PowerPoint version of the ValuePrompter® is designed to help you plan your sales calls and prompt your questioning process. Each section relates to a component of the ValueSelling process.

Access the ValuePrompter for Call Prep [here](#).

ValuePrompter® + Credibility Intro & Prep

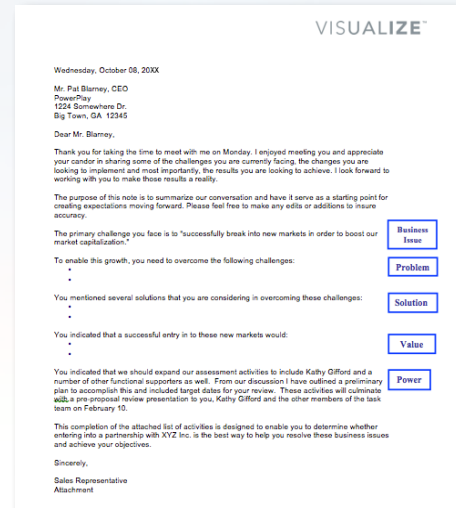
This document combines a credibility introduction and preparation guidance in a ValuePrompter to help during discovery calls. Credibility Introductions should articulate for the referenced customer the Business Issue (similar to your current contact), the problems you helped solve that stood in the way of achieving the Business Issue, and the measurable impact the customer realized by leveraging the solution. It should be roughly 120 seconds, include metrics in all three areas and not talk about your solutions, to naturally flow into the discover call

Access the ValuePrompter® + Credibility Intro & Prep [here](#).

Sample Mutual Plan Letter

A plan letter is a simple but always evolving letter after each call which confirms your understanding with the prospect. This is not an implementation plan but it should start after the first call. It should summarize your meeting and your understanding of their business drivers, challenges, desired solution, business value, key stakeholders and the next steps. The letter should summarize your ValuePrompter from your sales call and the Business Issue, Problem, Solution, Value and Plan to help you craft the letter.

Access the Sample Mutual Plan Letter [here](#).



Visualize's ValueSelling Value Validation Template

A template you can use to break apart the ValuePrompter into your coach/sponsor deck. This can be used to confirm your understanding after the first discovery call, solidify any needed changes throughout the engagement lifecycle and leverage with your coach and champion prior to reviewing a final proposal with Powe . Teams can then leverage this template for implementation, customer success and renewal. The data included is just a simple sample and it should be adapted to your client. Consider even building on your prospect's PowerPoint template.

Access the Visualize's ValueSelling Value Validation Template [here](#).

Opportunity Assessment Guide with Editable Action Plan

The Opportunity Assessment Guide analyzes the four key components of the Qualified Prospect Formula for an opportunity to determine the likelihood your opportunity is qualified. Remember each element in the QP Formula is linked to the ValuePrompter and if one component is determined to be lacking or undeveloped (a "zero"), the prospect/opportunity is considered unqualified until that component can be validated. This tool provides the manager or rep with the quick 2 minute short form assessment, a 10 minute medium assessment and a long 30 minute assessment. It also provides an editable action plan on page 7.

Access the Opportunity Assessment Guide with Editable Action Plan [here](#).

