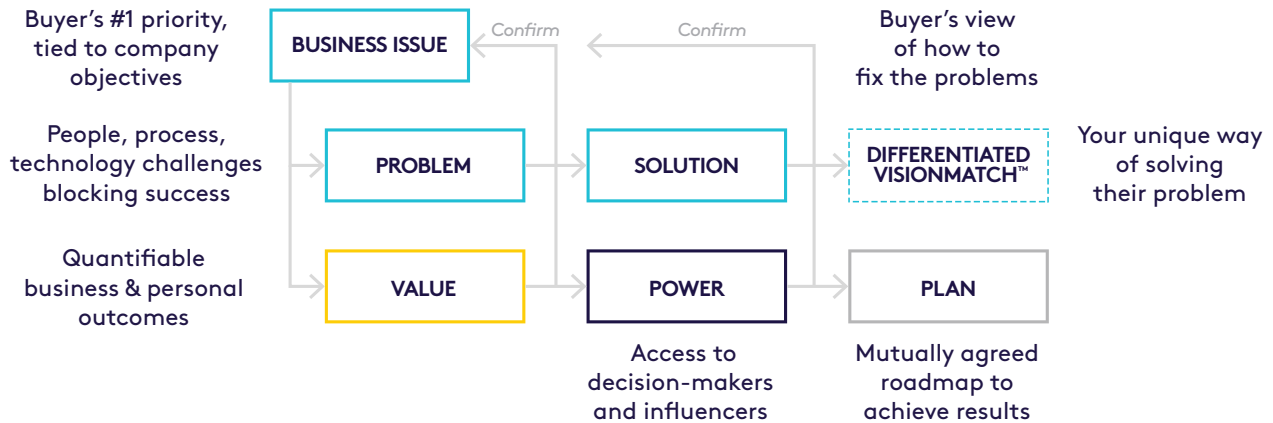


ValueSelling Framework® Quick Reference Guide

Compete on value, not price. Connect with buyers, uncover motivation, and align solutions to outcomes.

VALUE BUYING PROCESS™



CORE TOOLS & SKILLS

The Qualified Prospect Formula®

$$QP = VM_D \times V \times P \times P^R$$

Qualified Prospect =

Differentiated VisionMatch™ x Value x Power x Plan
 Should They Buy? Is It Worth It? Can They Buy? When Will They Buy?

O-P-C Questioning Process



The ValuePrompter interface is a structured tool for organizing questions. It includes a header with 'CONTACT:' and 'BUSINESS ISSUE:' fields, followed by an 'ANXIETY QUESTION:' field. Below these are five main sections: **PROBLEM**, **SOLUTION**, **VALUE**, **POWER**, and **PLAN**. Each section contains three buttons: **OPEN**, **PROBE**, and **CONFIRM**.

Organize questions for each step

Fundamental Principles

- 1 People buy from people.
- 2 People need a reason to change.
- 3 The product is in the mind of the buyer.
- 4 People make emotional buying decisions for logical reasons
- 5 The correct use of Power is key.
- 6 You can't sell to someone who can't buy.

CONVERSATION BEST PRACTICES



Ask O-P-C Questions
in a cadence



Build credibility
with Value Stories



Link Solutions directly
to Business Issues



Connect both
Business Value
(metrics)
and Personal Value
(motivation)

POWER TOOLKIT

Unlock the Path to Key Decision-Makers.



IDENTIFY OPC Questioning Process

VALIDATE Triangulation

ACCESS Introductions/Referrals
Campaigning
The Return Ticket:
• Planned Access
• Conditional Access

QUICK SELF-CHECK

Mini-Opportunity Assessment Checklist

- Do I know the **Business Issue**?
- Have I confirmed **Problems & Solutions**?
- Is there a **Differentiated VisionMatch™**?
- Have I quantified **Value**?
- Do I have access to **Power**?
- Is there a written **Plan** ending in Value realization?

Screenshot of the Opportunity Assessment Tool form, showing various sections like Differentiated VisionMatch, Value, Power, and Plan, with checkboxes for completion.

THE VALUE CONVERSATION



You don't give value; you uncover it and connect to it.

- **Business Value examples:** Increase revenue, reduce costs, accelerate time-to-market, reduce risk
- **Personal Value examples:** Recognition, achievement, job security, balance

THE MUTUAL PLAN

The stronger the Plan, the lower the risk. The weaker the Plan, the greater the risk.

