Establish a Common Language of Value

Create a **shared vocabulary** for defining customer value (e.g., business outcomes, metrics of success, buyer priorities).

Align sales, marketing, and enablement on how value is articulated, so that every customer interaction reinforces the same message.

ACTION STEP

Develop a cross-team "**value messaging playbook**" that standardizes language across pitch decks, enablement materials, and customer conversations.

Elevate Discovery into *Value* Discovery

Go beyond surface-level needs to uncover **business impact, financial metrics, and strategic priorities.**

Train sellers to ask **value-centric questions** that connect buyer challenges to measurable outcomes.

ACTION STEP

Implement a **structured discovery framework** that guides reps to capture business objectives and quantifiable impact.

Practice Adaptive Storytelling

Teach sellers to frame conversations around **customer narratives and eventual value realization**, rather than focusing on products and solutions.

Encourage the use of relevant stories, case studies, and proof points that mirror the buyer's context.

ACTION STEP

Build a "**story library**" tied to industries, personas, and business outcomes to equip representatives to adapt quickly in real-time.

Reinforce Value Through Mutual Action Plans

Introduce tools and behaviors that make the buying process transparent and collaborative.

A **mutually agreed-upon action plan**, co-owned by the buyer and seller, keeps both parties aligned on milestones, responsibilities, and expected outcomes.

ACTION STEP

Standardize **mutual action plans** within your sales process to ensure accountability and keep deals focused on delivering value.

Measure and Reinforce Learning Through Performance Metrics

Tie learning progress to **observable buyer-facing behaviors and business outcomes.**

Leaders can demonstrate ROI on enablement initiatives and ensure that learning investments translate into revenue results.

ACTION STEP

Track **leading indicators** (e.g., quality of discovery questions, mutual success plans with quantified ROI projections, multithreaded engagements) alongside **lagging indicators** (e.g., deal size, win rates, sales velocity).