

MY VALUESELLING NOTES & APPLICATION GUIDE

A companion to the ValueSelling Framework® workshop

NAME:

COMPANY:

WORKSHOP DATE:

ValueSelling Framework Foundations

Key Takeaways

What I want to remember most from this session:

Business Issues and Problems Identified:

Examples shared, or language I can reuse in discovery calls

O-P-C Questions I Can Use:

Draft one Open, Probe, and Confirm question from this module

ValueSelling Framework® Reminders:

Core elements to anchor on today

- Value Buying Process™
- The ValuePrompter®
- O-P-C Questioning Process
- Qualified Prospect Formula®

Action Ideas for My Accounts:

Ways I'll apply Business Issue discovery in my opportunities

Reflection Prompt:

In one sentence: How will I change the way I uncover Business Issues?



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Creating Need and Differentiation

Key Takeaways

What stood out to me in this module:

My Differentiation Examples:

Which capabilities do we offer that truly matter to buyers?

- Capability 1
- Capability 2
- Capability 3

VisionMatch™ Practice Notes

Practice linking the buyer's Business Issue > Problems > Solutions

- Business Issue:
- Problems:
- Solutions:
- Differentiated Capability:

ValuePrompter® Questions I Can Reuse

List strong questions from today's practice

Action Ideas for My Accounts:

How I will apply VisionMatch and Differentiation with my prospects

Reflection Prompt:

In one sentence: How will I better link my solutions to Business Issues on my next call?



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Value & Power Conversations

Key Takeaways

What I want to remember most from this session:

Business & Personal Value

Notes on quantifiable outcomes and motivators

- Business Value Metrics
(revenue, cost, time, risk):
- Personal Value Motivators
(recognition, security, growth, balance):

Probing Value Questions I Can Use:

Strong questions to tie Problems to Value

Power Access Plan

Who I need to reach and how I'll gain/maintain access

- Decision Maker(s):
- Approach (Bargain, Referral, Planned Access, etc.)
- Notes:

Action Ideas for My Accounts:

Steps I'll take to strengthen Value conversations and reach Power

Reflection Prompt:

In one sentence: How will I improve my ability to uncover Value or reach Power?



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Mutual Plan & Application

Key Takeaways

What I want to remember most from this session:

My Mutual Plan Draft:

Outline a sample Plan with key elements

- Business Issue:
- Problems:
- Solutions:
- Value:
- Power:
- Plan Steps & Timeline

Stalled Sale Checklist Notes:

Signals and ideas for diagnosing risk

Reverse Timeline Ideas

What milestones should come first?

Action Ideas for My Accounts:

How I'll create stronger written Mutual Plans

Reflection Prompt:

In one sentence: What will I do differently to close opportunities with less risk?



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My ValueSelling Adoption Plan

What I Will Do Tomorrow:

Immediate actions I will take after the workshop

Keep Doing / Start Doing / Stop Doing

Reflect on my habits and align to ValueSelling best practices

- Keep Doing
- Start Doing
- Stop Doing

30-day Commitments

Specific actions I will take to embed the ValueSelling Framework® into my daily work

- Week 1 Focus:
- Week 2 Focus:
- Week 3 Focus:
- Week 4 Focus:

Support & Accountability

Who will help me stay on track?

- My Manager:
- Peer/Coach:
- Other Resource:

Reflection Prompt:

One sentence: What does "competing on value, not price" mean to me?

