

# Create a Value Story

Create a compelling Value Story to illustrate the effectiveness of your solution to potential clients.

## Instructions:



**Describe who the challenge is about.**



**Address problems or solutions.**



**Quantify the impact or value.**

## Example:

### Step 1: Describe who the challenge is about

**What to Do:** Mention the role you've been working with and the biggest challenge you've helped solve.

**Example:** *"I've been working with other operations managers to reduce operational costs. For example, [Client] had challenges with increasing operational costs."*

### Step 2: Address problems or solutions

**What to Do:** Outline the solution that the client believed they needed. Frame this in terms of the client's perspective to show you understand their needs.

**Example:** *"What they said they needed was a more efficient inventory management system."*

### Step 3: Quantify the impact or value

**What to Do:** Describe how your company partnered with the client to implement the solution and showcase the tangible and intangible benefits your client received. Quantify the value wherever possible to demonstrate the impact.

**Example:** *"By partnering with us, they were able to streamline their inventory processes. As a result, they reduced inventory costs by 20% and improved order accuracy."*

### Transition to your prospect

**What to Do:** Transition to your prospect by asking a question that encourages them to think about how they can achieve similar results.

**Example:** *"Can we provide similar value to you?"*

## Create Your Value Story:

Describe who the story is about:

Address problems or challenges:

Quantify the impact or value:

### Example Value Stories:

#### CMOs Focused on Retention and Experience

*"We recently worked with a CMO at a global consulting firm who needed to reduce churn and improve client experience. By helping their team integrate customer data directly into day-to-day workflows, they increased retention by 23% and saw an 11% lift in NPS in under six months."*

#### Sales Enablement Leaders Driving Strategic Impact

*"A head of sales enablement at a global consulting firm came to us struggling with inconsistent sales performance across regions. By integrating market and buyer insights directly into enablement workflows, we helped their teams increase deal velocity by 23% and improve win rates by 15%—transforming enablement from a support function into a strategic lever for growth."*

#### Sales Leaders Focused on Team Efficiency and Retention

*"We worked with a VP of Sales in the aerospace industry who was losing top reps due to excessive administrative burden. By streamlining key workflows, we helped them cut admin time by 55%, boost retention by 90%, and increase average quota attainment across the team by 18% within one quarter."*



ValueSelling Associates, Inc.  
2725 Jefferson Street, Ste 1-7  
Carlsbad, CA 92008

Toll-free: +1 800 559 6419  
Office: +1 858 759 3565

© ValueSelling Associates, Inc. All rights reserved.

Keep it simple. Drive results.



[valueselling.com](http://valueselling.com)