



# Training to Spark GTM Growth: Driving Behaviors that Deliver Results.

**Julie Bregen** | VP of Sales, ValueSelling Associates, Inc.

**Kate Cook** | Account Manager, ValueSelling Associates, Inc.



# SESSION OVERVIEW

## ① BASECAMP

Unify your GTM teams with a shared value-based framework.

## ② ASCENT

Equip sellers to build the buyer-facing behaviors that accelerate revenue results.

## ③ CHECKPOINTS

Create and measure the learning journeys that diagnose and fill skills gaps.

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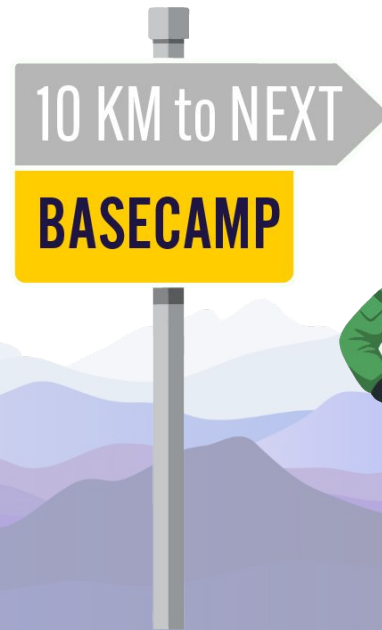
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# Basecamp

## Unify GTM Teams with a Value-based Framework



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## The Challenge

GTM teams often operate in silos,  
leading to **inconsistent messaging**  
and **missed opportunities**.



## 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.



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

## Reinforce Alignment Through Shared Metrics and Cadence

Define success not by individual functions' KPIs but by **shared revenue and customer outcomes**.

Establish recurring cross-functional reviews where GTM teams assess progress against customer-defined value realization metrics.



Implement monthly **“Value Alignment Reviews”** where marketing, sales, and CS jointly analyze how value was delivered and captured.

## Integrate the Framework Across the Buyer Journey

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

Train all GTM functions on how to **consistently map customer challenges to measurable outcomes, ensuring value realization.**



Use a **shared discovery template** and **value-mapping tool** that marketing, sales, and customer success teams all leverage, similar to our ValuePrompter®

When GTM teams align on a single value-based framework, customers experience a consistent, outcome-driven journey, and businesses accelerate growth.



Identify one immediate step you can take to unify your teams under a shared language of value.



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# Ascent

## Build Impactful Selling Behaviors



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## The Challenge

Buyers today are more informed, risk-averse, and focused on ROI.

What differentiates top sellers is not how they sell, but **how they engage**. To accelerate revenue growth, sellers must master specific buyer-facing behaviors that consistently **demonstrate value** and **build trust**.



## 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.



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.



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.



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

Sellers accelerate revenue when they shift from pitching products to co-creating value with buyers.



Identify one buyer-facing behavior you can reinforce this quarter, whether it's upgrading discovery, storytelling, or co-creating mutual action plans.

# Checkpoints

## Create and Measure Continuous Learning Journeys





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## The Challenge

Traditional sales training often focuses on one-off events and one-size-fits-all tactics. The problem? **1.** Skills fade quickly without reinforcement. **2.** Generic training doesn't promote individualized skill development.

*To accelerate performance across roles and tenure levels, organizations must design **continuous learning journeys** that diagnose gaps, deliver targeted learning, and measure impact.*





## Diagnose Skill Gaps with Data-Driven Insights

Utilize assessments, deal reviews, and performance analytics to pinpoint **where capability gaps exist within the GTM team.**

Leverage **AI-powered coaching** to empower each salesperson with on-demand skill gap analysis, individualized learning and just-in-time nudges in the flow of work.



Establish a **baseline skills benchmark** through role-specific assessments and align findings to business outcomes (e.g., pipeline health, win rates).

## Deliver Learning as an Ongoing Journey, Not an Event

Replace one-time workshops with **structured learning journeys** that blend eLearning, live practice, AI-powered coaching, and on-the-job application.

**Benefit:** Sellers reinforce behaviors over time, making new skills stick and directly applicable to real deals.



Build **90-day learning paths** that include microlearning, peer-practice sessions, and coaching checkpoints.

## 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.



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).

Effective learning journeys are diagnostic, continuous, and measurable, ensuring sellers close critical skill gaps that accelerate growth.



Review your current training approach and identify one step you can take today to shift from event-based training to journey-based enablement.



# Thank you.

