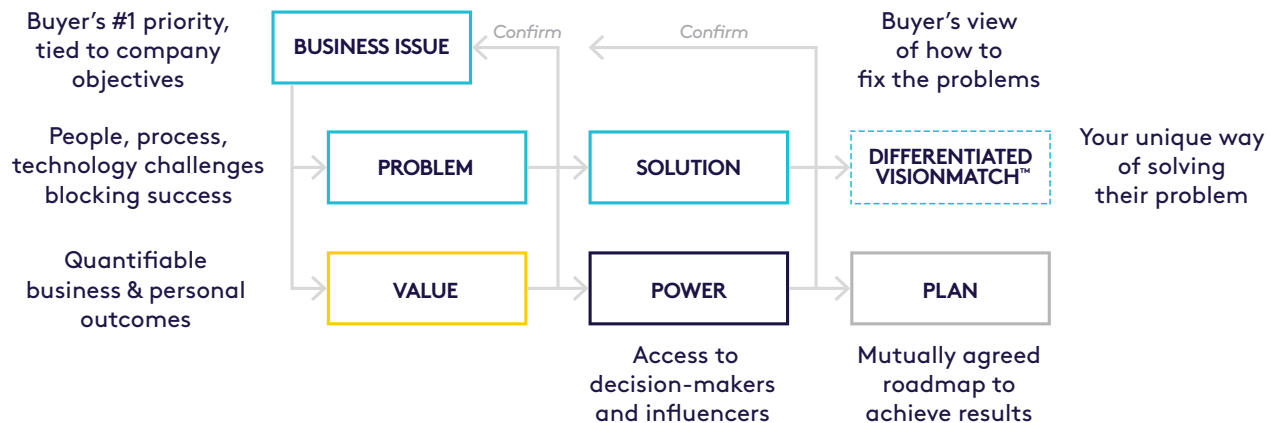


# ValueSelling Framework® Quick Reference Guide

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



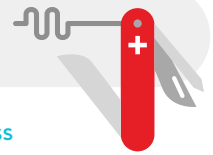
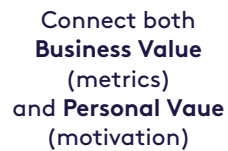
The ValuePrompter® interface includes the following sections:

- CONTACT:** Fields for name and email.
- BUSINESS ISSUE:** A text field for the primary business concern.
- ANXIETY QUESTION:** A text field for a question that might cause hesitation.
- PROBLEM, SOLUTION, VALUE, POWER, PLAN:** Structured areas for detailed information, each with "OPEN", "PROBE", and "CONFIRM" buttons.

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.



## IDENTIFY OPC Questioning Process

**VALIDATE** Triangulation

ACCESS Introductions/Referrals  
Campaigning  
The Return Ticket:

- Planned Access
- Conditional Access

### 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?

[illegible]

## THE VALUE CONVERSATION

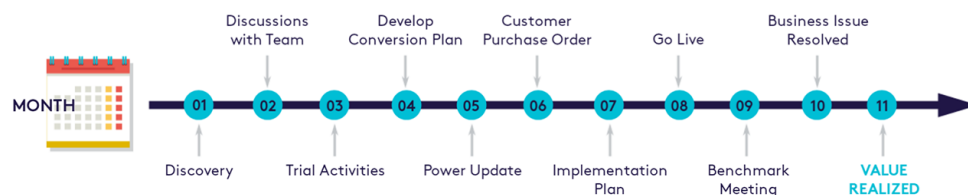


You don't give value; you uncover it and connect to it.

- **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.**



# 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?*

