

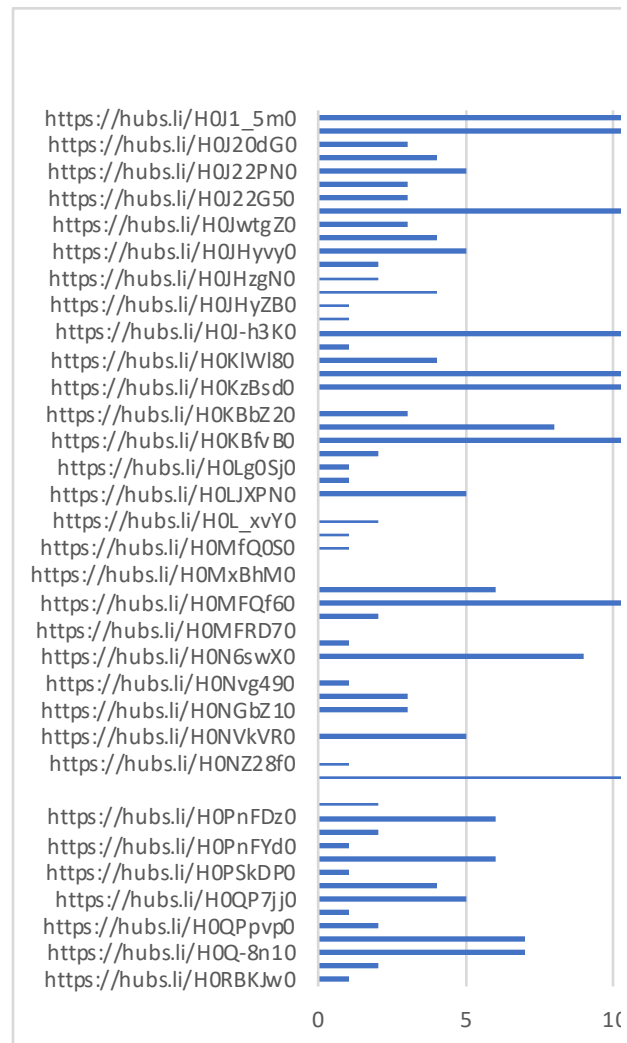
Published Message

📌 {ATTENTION Sales Executives} Sales Discounting Question.... 📌 Are your reps losing sales? 📌 {ATTENTION Sales Executives} Sales Discounting Question.... 📌 Are your reps losing sales?

**The Secret Behind Closing Big Deals as a Start-up?** Relationships developed during the pandemic have led to a new way of thinking about sales. **Starting a Customer Value Management Program. Why Now?** 📌 A Customer Value Management Program is a framework for managing the customer relationship. **Habits of Highly Effective Value-Based Selling** "Centering the Customer" is one of the key habits of highly effective value-based selling. **What Do Bounce Rates, Lead Qualification and Web Calculators Have in Common?** Our reality in 2021: Sales quotas aren't dropping; pressure to deliver is increasing. **How Forward Thinking Sales Executives Are Adapting in 2021.** The pressure is on sales executives to adapt to the new reality. **Value Selling Defined (the right way)** Did you know..... 💎 92% buyers want to buy from a company that can demonstrate value. **VALUECLOUD® ENABLES Docusign TO DEPLOY AND SCALE CUSTOMER VALUE** Don't Get Distracted by What You Sell! As #salespeople, we lose sight of what we're selling. **The Chief Revenue Officer in 2021 and the Pendulum Swing** 📌 Today, companies are focused on value realization. **The Ultimate Leverage.** Joanne Moretti, CMO of DecisionLink. **3 Factors in Raising Confidence of B2B Customers When Selling Digitally!** **Habits of Highly Effective Value-Based Selling** Centering the customer is one of the key habits of highly effective value-based selling. **How to Build a Strong Value Selling Framework for Your Sales Organization** **Highlights From Gartner CSO & Sales Leader Conference** Brent Adamson shares insights on value. **Value: The Thread that Connects Buyers & Sellers** As the whole world continues to evolve, value is the thread that connects buyers and sellers. **Highlights From Gartner CSO & Sales Leader Conference** Brent Adamson shares insights on value. **Handling Objections to Starting a Customer Value Management Program** 📌 A Customer Value Management Program is a framework for managing the customer relationship. **Do you Have Blind Spots in Your Renewal Strategy?** 📌 This new decade will see a shift in how we think about renewals. **How Digital Engagement Increases the Focus on Customer Value** 📌 In 2021, digital engagement is a key focus for customer value. **7 Rules for Attracting & Keeping The Attention of Your Prospects** I agree with the 7 rules for attracting and keeping the attention of your prospects. **Enabling Value Management to Drive Revenue** Value management is about enabling value management to drive revenue. **What Does a Great B2B Buyer-Seller Experience Look Like and How Can Companies Create It?** **The Chief Revenue Officer in 2021 and the Pendulum Swing** 📌 Today, companies are focused on value realization. **How Forward Thinking Sales Executives Are Adapting in 2021.** The pressure is on sales executives to adapt to the new reality. **Value Selling Defined (the right way)** Did you know..... 💎 92% buyers want to buy from a company that can demonstrate value. **{New Case Study}** While our new remote selling landscape has added to the difficulty of selling, we have found a way to succeed. **Don't Get Distracted by What You Sell!** As #salespeople, we lose sight of what we're selling. **Another Success Story brought to you by {{linkedin\_mention(urn:li:organization:306640|DecisionLink)}}** **The Importance in Shifting Our Thinking on "Buying + Selling".** Shifting our thinking on buying and selling is crucial. **The 80/20 Rule in Sales Persists!** The 2021 Predictions are coming true, with the 80/20 rule in sales persisting. **DecisionLink Named One of Atlanta's Pacesetters** 🏆 {{linkedin\_mention(urn:li:organization:29352|ServiceNow)}} **Customer Success Story** {{linkedin\_mention(urn:li:organization:29352|ServiceNow)}} Value means different things to different people at all levels within an organization. It's a new world out there for marketers. Everything about it looks different; how we think about it is changing. {{linkedin\_mention(urn:li:organization:306640|DecisionLink)}} celebrates its 10th anniversary. Our customer value management professionals are ready to take a look under the hood. Shifting our vocabulary from Buyer/Seller to Buying/Selling is much more than wordplay. Check out Joanne Moretti's recent interview with Authority Magazine where she puts it all into perspective. Who said value modeling can't be simple and streamlined? {{linkedin\_mention(urn:li:organization:306640|DecisionLink)}} You have no shortage of ideas on how to boost sales and stop churn. But when it comes to value, there's no shortcut. Acquiring a new customer can cost 5X more than retaining an existing customer. But creating value with our customers has never been more important than it is now. Or, as The DecisionLink Guarantee pledges: - A complete reimbursement of first year's subscription fee.

🔊 DecisionLink announced that it has completed its SOC 2 Type II audit, performed Mike Maxey, CRO, and Joanne Moretti, CMO, share why tech-enabled Customer Value Management is the future of business. #ValueCloud for Sales Support - This solution helps sales support professionals include value in their conversations. #ValueCloud for Marketers - This solution has been designed to help marketing, product, and operations teams include value in their conversations. #ValueCloud for Customer Success - This is among the best customer success tools available. The DecisionLink Guarantee pledges:- A complete reimbursement of first year's subscription fees. #ValueCloud Professional Workbench - This solution helps Business Value Consultants and Customer Success Managers include value in their conversations. Join us on today, March 23 @ 10:00 am - 1:00 pm CDT. Let's talk about why Customer Value Management is the future of business. With Turnkey Value Management Program from DecisionLink, organizations now have a way to include value in their conversations. As marketers, we are on the front lines, creating awareness, attracting interest, as well as nurturing leads. While much has been written on the importance of value selling, little has been done to help organizations include value in their conversations. #ValueCloud for Sales - This solution for sales leaders scales value selling and provides a framework for including value in their conversations. Shifting our vocabularies from Buyer/Seller to Buying/Selling is much more than words. Since the early 2000s, there has been an interesting trend, especially in the technology industry, of companies including value in their conversations. In today's SaaS economy, and with the establishment of ARR models, businesses depend on value to drive growth. DecisionLink offers an end-to-end framework for including value in their conversations. Value means different things to different people at different levels within an organization. How the company behind The Challenger Sale uses value to drive growth.

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