

Master Value Creation & Increase Sales

This workshop, delivered by one of the world's leading experts on sales effectiveness is a hands-on, practical session for managers to workshop with their sales teams on the toughest sales challenges they face and to walk away with real answers that will make a direct and lasting impact on short and long-term revenue growth.



Training
Event for Sales
Managers &
their Teams

Revenue Growth Training Events

Level Four Value Creation

29 May 2013 • JHB • Melrose Arch

Half-Day Training Event • 7am - 2pm

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Value Creation

Besides the fact that selling cycles are longer, customers are more risk averse and executives are under extreme pressure to validate the necessity and ROI of a purchase. Today's sales people have to be highly skilled value creators who solve a customer's problems and illustrate how they do this by not only creating value, but most importantly, very clearly illustrating exactly how this value translates in a ROI: saving, revenue growth or a combination of the two.

Why this Sales Success Studio™ matters

1. **FIRST OF ITS KIND:** Sales Success Studios offer sales managers a learning environment to work with their salespeople to learn repeatable approaches for winning more sales
2. **EXCLUSIVITY:** Own a table for your company (8 delegates) where you can 'confidentially brainstorm' how to win your biggest deals. If you don't fill a table we will seat you with delegates from non-competing industries
3. **EXCELLENCE:** 86% of companies that attended the Feb events rated the keynote very good to excellent and 75% rated the workshop very good to excellent

VISITING SALES EXPERT

Anthony Iannarino is President of Solutions Staffing, a regional staffing firm in multiple USA states, an angel investor and board member for NanoFabrix, a nanotechnology start-up, and managing director of B2B Sales Coach & Consultancy, a boutique sales coaching and consulting firm.



He graduated summa cum laude from Capital University in 1997, obtained his doctorate in 2002 from Capital University Law School and in 2005 completed the OPM (Owner, President and Manager) Executive Education Programme at Harvard Business School.

His clients include Fortune 500 sales organizations like Abbot Laboratories and CH Robinson as well as a number of companies with revenues between 100 million and one billion dollars in annual sales.

He assists his clients to produce greater sales results by developing custom consulting and coaching programs that improve individual sales representative performance by developing and providing tools and methodologies for more effective sales management.

Anthony is a prolific writer, posting daily to his personal blog, The Sales Blog where he writes about sales, sales management, leadership, and success. His blog was named the number one sales blog in the world in 2010 and he has also been named one of the 50 most influential people in sales and marketing in 2012. The Sales Blog receives an average of 45 000 views every month.

In 2012 ExecRank named Anthony one of the top 100 Chief Sales Officers in the USA.

Content highlights

PRESENTATION

- Are you struggling to create compelling, differentiated value?
- Are your prospects and clients continually commoditising you and your offering, relentlessly pushing for greater value and for ever-shrinking prices?
- Without illustrating how you have created the highest level of value, you can't differentiate your offering or avoid being commoditised.

Find out how to:

- Identify value levers that move you up the levels of value creation, differentiating you from your competitors.
- Capture a greater amount of the value that you create.
- Deliver the right level of value to the right stakeholder groups within your client companies.
- Use your increased value to drive a wedge between you and your competitors, thereby greatly increasing your share of wallet.

INVESTMENT: DELEGATE RATES

- 1-3 Tickets: R2 644,80 incl. VAT each
- 4-8 Tickets: R2 248,08 incl. VAT each
- 9-16 Tickets: R1 983,60 incl. VAT each
- 17+ Tickets: R1 851,36 incl. VAT each

WORKSHOP

- Learn to identify what your present level of value is within your client and prospect companies.
- Identify your present level of value creation for specific individuals and stakeholder groups within your existing clients.
- Discover new ideas for climbing the levels of value creation and move from supplier to strategic partner.

Build individual client success plans that allow you to:

- Identify the mindset, skill set and tool kit necessary to become a Level Four Value Creator
 - Find out how to deliver greater value to your existing clients
 - Discover how to deliver the right level of value for individual stakeholders and stakeholder groups.
 - Leverage the higher level of value you create to open new opportunities within existing clients and prospects.
 - Open discussion with a sales expert on the real challenges you face in competing and winning major account sales. Increase the opportunities within your existing client accounts and open new opportunities in prospective clients
- NOTE: For most value, bring 'live deals' to this session.

SPACE IS LIMITED • BOOK SOON