

Selling to Value

"Practical insights, tools and techniques to help salespeople improve their value-creating capabilities."

Engage with clients and customers to uncover value, and build deeper, trusted relationships.

Research shows that the most powerful driver of purchasing decisions is relationship strength.

Our 'Selling to Value' learning program, based on skills and techniques outlined in the international best-seller *Smarter Selling*, develops the mindset, conversational skills and behaviours that build rapport and trust from the outset.

Through developing strong trusted relationships, salespeople can avoid the price trap and build more effective sales pipelines.

Mindsets and Skillsets

Participants learn how to position the client conversation effectively – to work with the client to help them articulate their priorities, challenges and opportunities, and to adapt their sales approach to add value in their conversations.

Program Objectives

- Salespeople will be better able to:
- Identify which relationships to invest in and how best to do this
 - Open conversations in a way that builds rapport and establishes trust
 - Questions and listen effectively to uncover what the client values
 - Position and present their products and services according to their clients' stated value
 - Gain commitment to move forward

Tools & Proprietary Approaches

- Prefrr™ behavioural profiling
- 'I-We-You' Framing to establish rapport and build trust
- 'SHAPE' Questioning to engage with clients and learn their priorities
- Value Sheets to support and add value to the client
- Need-Feature-Benefit pitches
- Storytelling to prove capability
- CC Notes to clarify and confirm

On-line Learning & Coaching

The application of skills and tools is further supported by a comprehensive suite of online learning modules, worksheets and assessment tools at www.relcap.academy.

Program Format

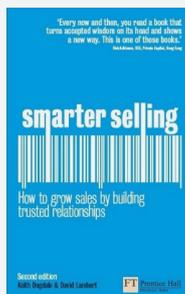
The program format is flexible and may be delivered as a series of modules to fit different requirements. Content can also be customized for different audiences. The focus is on providing participants with a range of flexible tools that they can use day-to-day.

Workshop sessions are highly interactive and include behavioral analysis, practical examples, role-play and case studies.

Participant / User Feedback

"I recently won two major new clients for our HR practice and attribute this in no small part to using the loweU™ approaches. In both cases it was essential to build a shared understanding step by step: loweU™ provided the tools and insight to do this. Applying loweU™ is fun and satisfying too!"

"Past attendees...have won projects (from \$10,000 to over \$2 million in fees) that they would almost certainly not have won without applying the tools they learned in the training."



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