

# Defining Your Sales Value Workshop



You know why your company is great, but do your potential customers? Let me help you create a focused Sales Value Proposition that will help you stand out and attract more customers.

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**Busy prospects don't care what you're selling.  
They only care about what it does for them.**

If you can't articulate your value in a clear and compelling manner, your prospects will tune you out in a second. That's why a value proposition is so important today. It's a clear statement about the results you provide and the business value you deliver. Together, throughout two facilitated sessions, we will define a clear statement of the value you deliver and why it's important to your customer.

## Session 1

### Defining Your Value

- Your current value proposition(s)
- Your company's challenges(s)
- Your company's solution(s)
- Your company's customer(s)

## Session 2

### Creating Your Value Proposition

- The building of your value proposition
- How to apply your unique value proposition

By focusing on the tangible results a customer will get from your products or services, you can grab attention and break through the noise. By the end of this exercise, we'll have defined a **clear statement of the value you deliver**, and why that's important to your customer.



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