



CREATING VALUE FOR YOUR BUYERS

SOAR 
Performance Group

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Why Your Organization Needs A Sales Methodology

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PART 1: WHAT IS A SALES METHODOLOGY?

According to [Gartner](#), a tech research firm, sales methodologies are the guiding principles for how a sales organization engages current and prospective customers, dictates sales processes, and develops seller skills and enablement support.

How does the SOAR Value Creation Selling Methodology fit this definition of a sales methodology?

Guiding Principle The guiding principle for SOAR Value Creation Selling is to create value at every buyer interaction, including customers or prospective customers.	Enablement Support SOAR Value Creation Selling is enabled through a standard set of frameworks and tools deployed through the Seismic Enablement Cloud .
Dictates Sales Processes SOAR configured sales processes focus on understanding the buyer's world to create buyer specific value.	Develops Seller Skills SOAR Value Creation Selling focuses on three critical skills for sellers: being curious, bringing a perspective, and creating momentum.

Since 2022, SOAR has partnered with [Seismic](#) to enable our Value Creation Selling Methodology through the [Seismic Enablement Cloud](#). Like Seismic, SOAR believes that a sales methodology is a key part of an effective enablement strategy. As you will see, the SOAR Value Creation Selling Methodology focuses on creating value in every buyer interaction by connecting the buyer journey with sales methodology, sales process, sales tools, and sales skills. The Seismic Enablement Cloud provides a platform to align critical buyer engagement skills with the buyer journey.



PART 2: THE BENEFITS OF ADOPTING A SALES METHODOLOGY

Our partners at Seismic have compiled substantive research to support the benefits of adopting a sales methodology in your organization.

According to [Korn Ferry](#), 78% of world-class sales performers use a formal process to effectively gain access to and engage key decision makers.

According to Harvard Business Review, [companies with a formal sales process generate more revenue](#).



Another [HBR study](#) found that 50% of study participants from high-performing sales organizations responded they had sales processes that were closely monitored, strictly enforced, or automated, compared to just 28% from underperforming sales organizations.



Further, a great sales methodology cultivates [collaboration](#), which leads to:

✓ **Increased sales**

Collaborative efforts in the workplace have been linked to a **27% increase in sales**.

✓ **Employee Satisfaction**

Employees who collaborate at work are **17%** more satisfied with their job.

✓ **Customer Satisfaction**

A company's collaboration index can improve customer satisfaction ratings by **41%**.

✓ **Employee Retention**

Companies that promote collaboration and communication at work have been linked to reducing employee turnover rates by **50%**.

✓ **Product Quality and Development**

Collaboration has been shown to improve product quality by **34%** and product development by **30%**.

As you can see, research supports the use of a sales methodology in a successful sales organization. Now, let's discuss why you should consider using the SOAR Value Creation Selling Methodology in your organization.



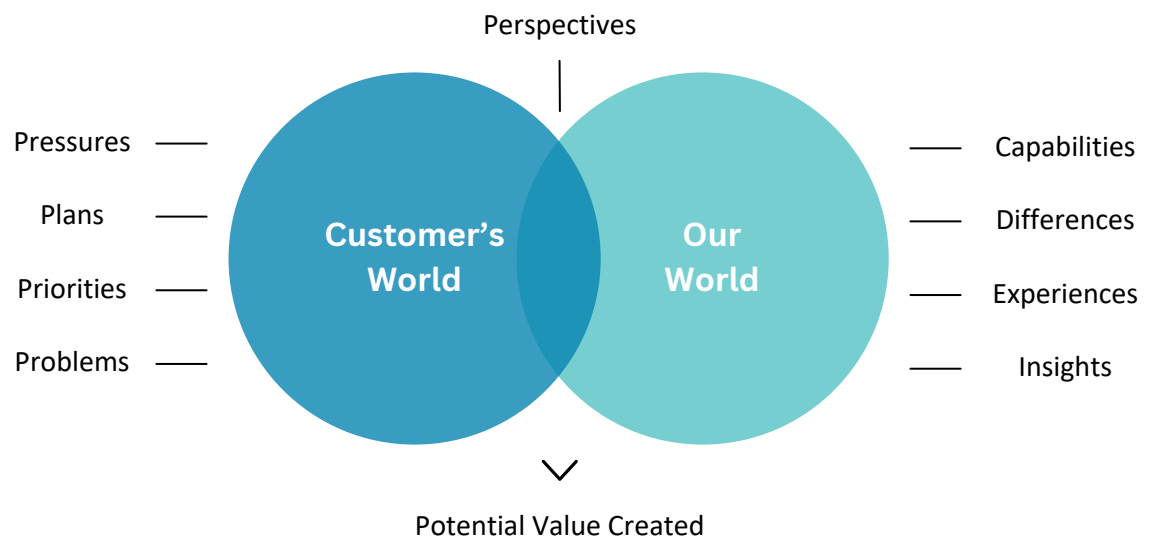
The SOAR Value Creation Selling Methodology

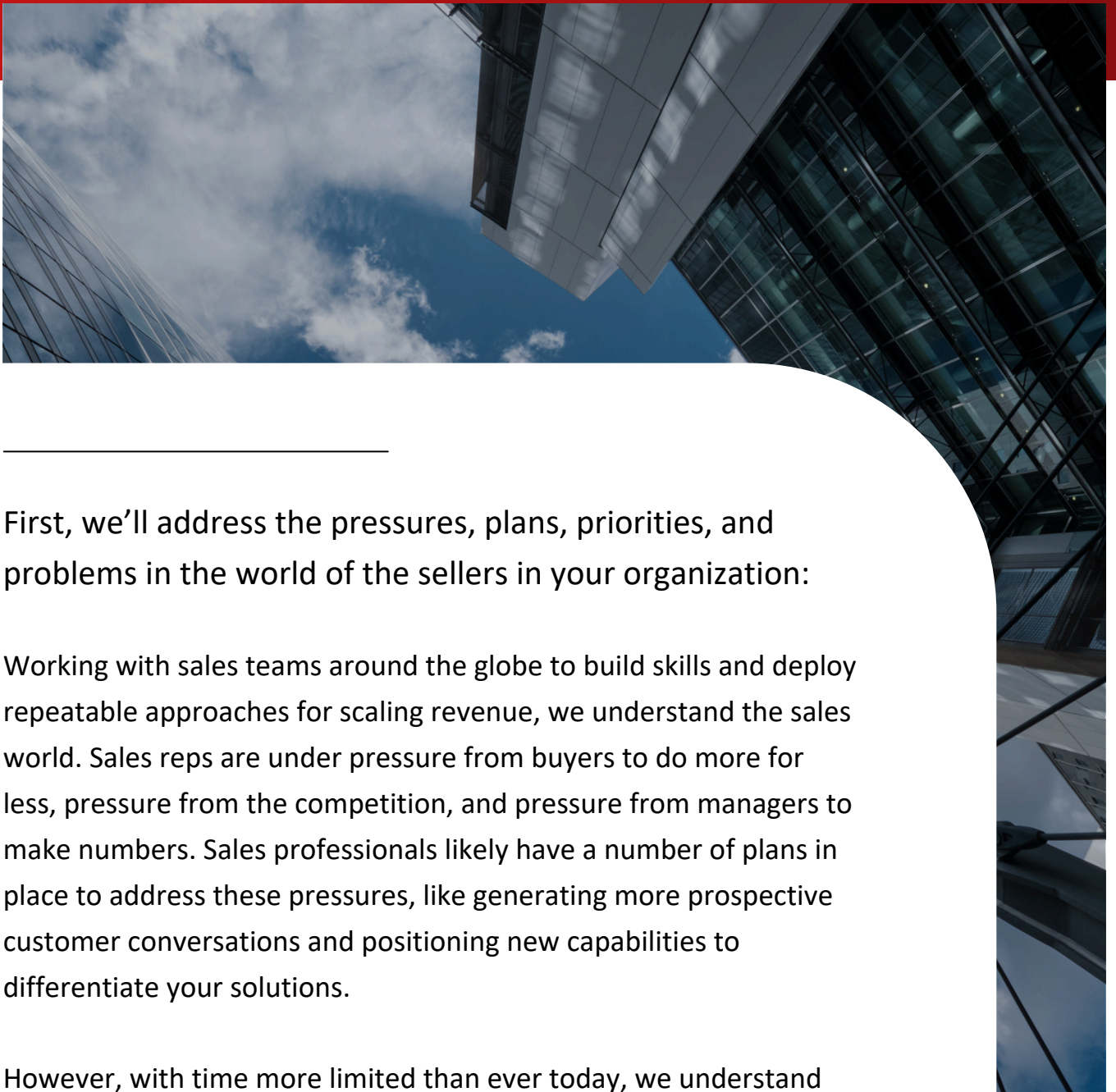
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PART 1: THE BENEFITS OF ADOPTING THE SOAR VALUE CREATION SELLING METHODOLOGY

You may be wondering... **‘Why should I consider using the SOAR Value Creation Selling Methodology in my organization?’**

Allow us to answer that using our own Value Message Framework, one of the tools used in our Value Creation Selling Methodology (pictured below and discussed further in Chapter 3).





First, we'll address the pressures, plans, priorities, and problems in the world of the sellers in your organization:

Working with sales teams around the globe to build skills and deploy repeatable approaches for scaling revenue, we understand the sales world. Sales reps are under pressure from buyers to do more for less, pressure from the competition, and pressure from managers to make numbers. Sales professionals likely have a number of plans in place to address these pressures, like generating more prospective customer conversations and positioning new capabilities to differentiate your solutions.

However, with time more limited than ever today, we understand that the number one priority for most sales reps as quotas continue to grow is to sell more in the same or less working time. In order to accomplish this, there are some problems that must be overcome. These include buyer expectations changing faster than ever due to greater access to information and offers being commoditized through professional purchasing practice.

How does this compare to your sellers' world?



Now, we will bring a perspective:

In order to sell more in the same or less time, it is our perspective that more effectively engaging with buyers is the number one thing that can make a difference for sellers. Specifically, we have studied **3 important skills** that have been shown to improve buyer engagement.



Be curious
about the buyer's
world, their market
and their business



Bring perspective
on their business
situation



Build momentum
through the case
for change

As you reflect on these three important skills--being curious, bringing a perspective, and building momentum:

Which of these is a top priority for you and your sales teams?



Lastly, we present the potential value created if you read this ebook:

Sellers who do not develop these skills will ultimately become commoditized and their jobs may even be at risk. On the positive side, sellers who are able to embrace these skills will sell more. This can mean improvements on average of 10-20% for a sales professional.

How important would an additional \$200,000 per sales professional be for you and your organization? More importantly, what would be the impact of consistently driving strategic seven figure opportunities through application of the Value Creation Selling skills?



More importantly, what would be the impact of consistently driving strategic seven figure opportunities through application of the Value Creation Selling skills?



So what is the impact of this perspective?

From a quantitative perspective, organizations that have deployed Value Creation Selling have seen increases in sales performance between 10-20%. Through an independent study conducted by a SOAR client, this represented over \$200,000 per sales rep.

On the qualitative side, the SOAR Value Creation Selling Methodology will allow your sellers to differentiate themselves from other sellers. According to Forrester, a leading customer focused research firm, 83% of executives perceive that sales professionals do not understand their business. Our methodology ensures your sellers are not part of that 83%.

PART 2: AN OVERVIEW OF THE SOAR VALUE CREATION SELLING METHODOLOGY

There are **three pillars** to the Value Creation Selling Methodology:

Process: becoming...

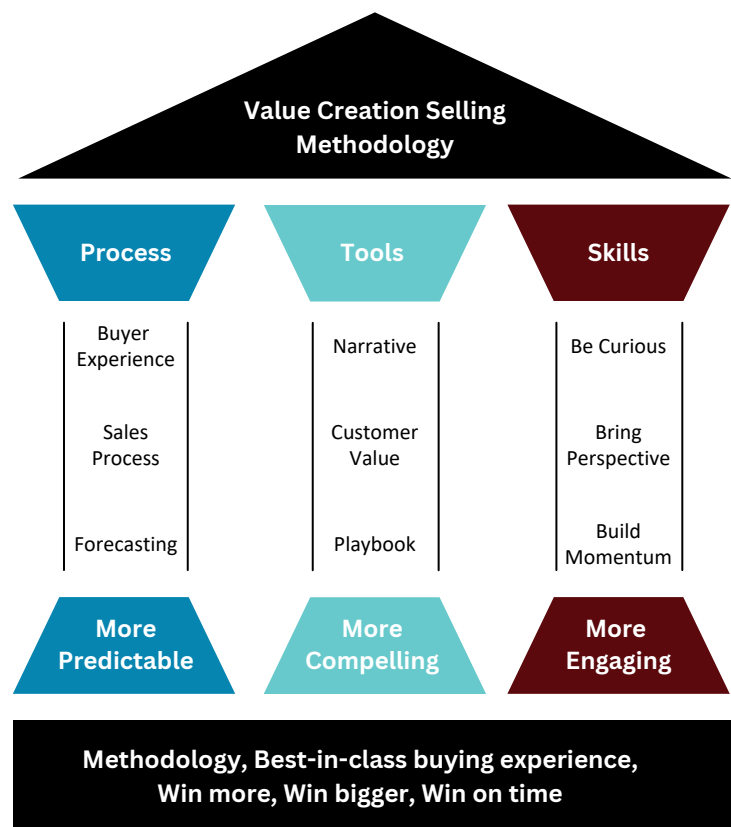
more predictable, defining how our buyers make decisions and aligning with them.

Tools: becoming...

more compelling, telling our story in the market and better defining our market wide value proposition.

Skills: becoming...

more engaging to our prospects, engaging with our prospects to uniquely position the value we can deliver to their specific business.



The next chapter will discuss in detail how to execute these three pillars.



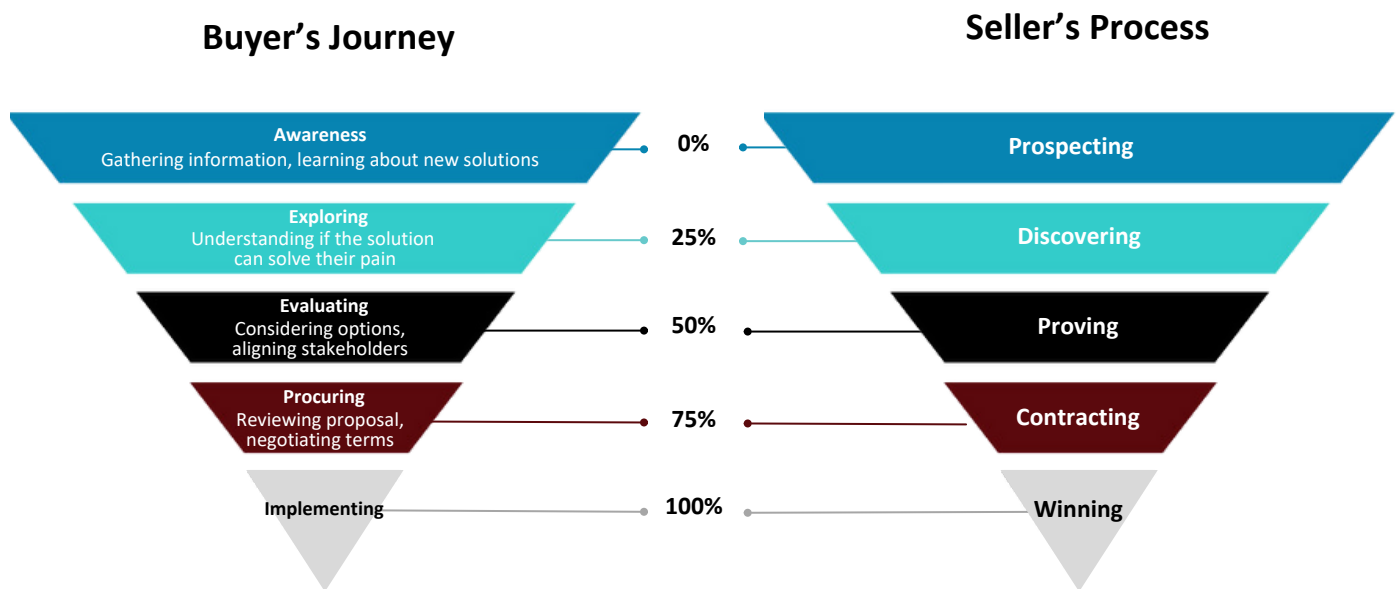
How to Enable the SOAR Value Creation Selling Methodology

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PART 1: PROCESS

The first pillar of the SOAR Value Creation Selling Methodology is **process**. In general, this piece of the methodology includes the buyer experience (buyer journey), the aligned sales process, and opportunity advancement criteria to support forecasting. The alignment of the buyer experience and sales process with supporting tools are configured into a client specific playbook. This playbook is enabled with supporting sales skills through the Seismic Enablement Cloud.

Let's look at a specific example of a sales process your organization could use. This process was tailored for another client. The left of the diagram represents the buyer's journey, while the right represents the seller's process.





To ensure your sellers are meeting buyers where they are and creating a differentiated experience, build your sales process from an outside-in, buyer-centric perspective. As you build and align your sales process, validate the approach with buyers. Based on the experience you want to create with your buyers, define sales stages that align with the buyer’s journey. Within each sales stage, align buyer-verified exit criteria. These exit milestones help you understand where you are in a deal, and more importantly, where a buyer is in their evaluation of you.

In our work with clients, SOAR helps each client develop a sales process that works for their organization and can be deployed with each new customer. The following chart is an example of a sales process we have created for a previous client.

Buyer Experience Aligned with Sales Process

Buyer's Stage	Awareness	Exploring	Evaluating	Procuring	Implementing
Sales Stage	Prospecting	Discovering	Proving	Contracting	Winning / Onboarding
Purpose	Developing the Prospect	Guiding the Evaluation	Proving the Value	Finalizing the Deal	Ensuring the Success
Progression Must-Haves	<ul style="list-style-type: none"> Initial contact made within targeting roles in account Initial discovery conversations conducted Agreement to deeper engagement secured 	<ul style="list-style-type: none"> Account has expressed pressures, plans, or problems that align with specific use cases Buying group assembled Expressed intent to evaluate our organization for specific use cases There is a budgeted project or access to discretionary spend No deal breakers in IT or Legal* 	<p>Buying team agrees:</p> <ul style="list-style-type: none"> On the scope of the solution On our business case We meet technical requirements We are vendor of choice 	<ul style="list-style-type: none"> IT security and compliance requirements met Legal / contracting terms agreed upon Contracts positioned for signature 	<ul style="list-style-type: none"> Contracts signed Account handed off to success Account transition document provided
Exit Criteria	Contact within the prospect account has confirmed potential use cases and interest in exploring our solution.	Buying team has agreed to formally evaluate the business and technical case.	Buying team has agreed that our organization is the vendor of choice.	Contracts positioned for signature.	Contracts signed and account handed over.
Probability	0%	25%	50%	75%	100%

Value Hypothesis

Value Selling Frameworks

Mutually Agreed Value



PART 2: TOOLS

The second pillar of the SOAR Value Creation Selling Methodology is tools. Examples of tools SOAR clients have used to enable their methodology include:

- A new value-focused company narrative
- Updated success stories with a greater focus on customer value
- Updated sales playbook aligned with our value selling methodology
- Value Creation Selling Playbook
- Sales Play
- Manager Guide
- Value Creation Selling Frameworks
- Value-Based Engagement Process
- Engaging the Team
- Case Studies
- Pipeline Creation and Territory Building
- Ideal Customer Profile (ICP) and Personas
- Mid to Late Stage Opportunity Execution

In this ebook, we will highlight SOAR's four **Value Creation Selling Frameworks**, tools to support you in effective buyer engagement focused on value: the Value Messaging Framework, the Discovery Tree, the Value Statement, and the Value Discussion. We will start with the Value Message, as it is the homework that feeds into the other three frameworks.

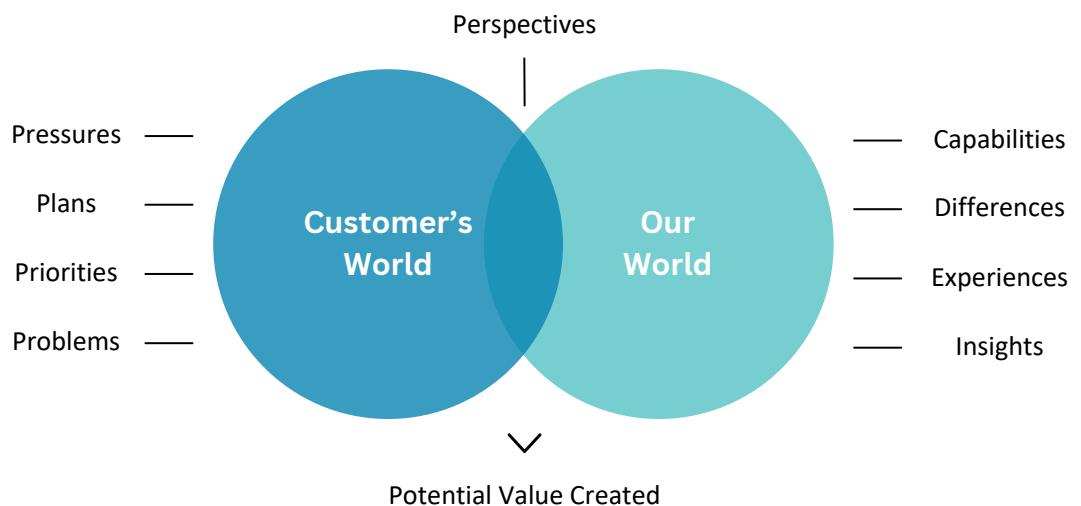
The Value Message

The Value Message framework is the first tool used when preparing to interact with a prospective customer. This is a key framework for understanding a buyer's business and developing a company-focused value narrative.

The Value Message focuses on positioning the potential value created through working with your organization.

Value will always be based on the customer's business and their perception of value. So, we start with understanding the customer's world. Based on the intersection of the customer's world and our world*, we can bring them a perspective on the potential value we can create for their business.

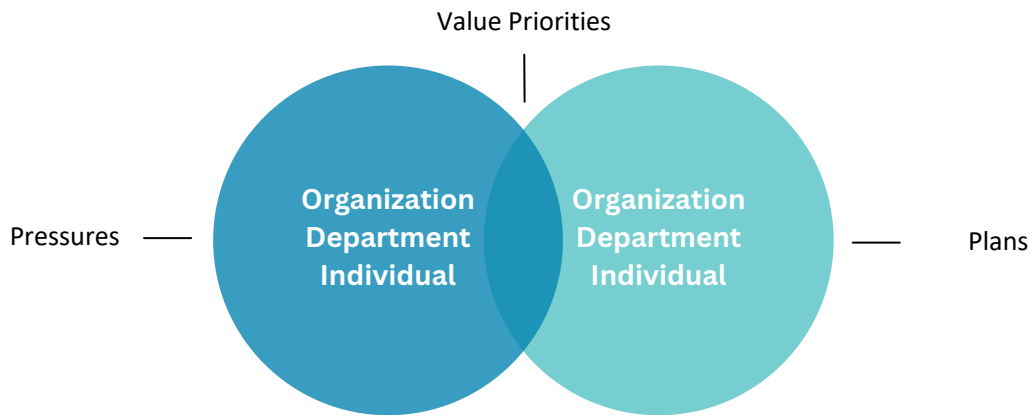
***For the purposes of this ebook, we will use the phrase 'our world' to refer to your organization when discussing the Value Message framework.**





The Customer's World

Let's dig deeper into the Customer's World portion of the Value Message framework. We use the 4 P's—Pressures, Plans, Priorities and Problems—to map out our understanding of the customer's world.



1) Pressures

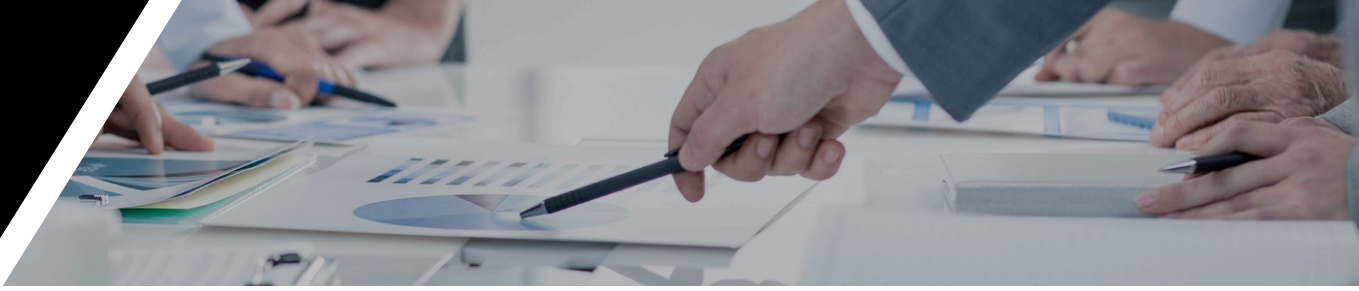
Pressures

Cause the Customer to change and are external to the Customer's organization

Plans

Priorities

Problems



Pressures are defined as factors external to the Customer's organization that cause the Customer to change.

There are three types of pressures we need to consider when working on our value vision:

1) Organizational Pressures

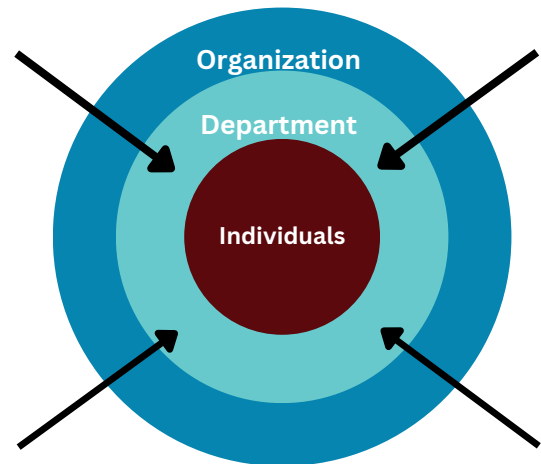
Organizational pressures are external to the customer's *organization* and are causing the customer's *organization* to adapt and change.

2) Department Pressures

Departmental Pressures are external to the *Department* and are causing the *Department* to adapt and change.

3) Individual Pressures

Individual pressures are external to the *individual* and are causing the *individual* to adapt and change.



Some examples of external pressures would be changing customer expectations, new government regulation, a competitor who has introduced a new product, new competition entering the market, or macro-economic trends (growth, inflation, stock market).



2) Plans

Pressures

Plans

Priorities

Problems

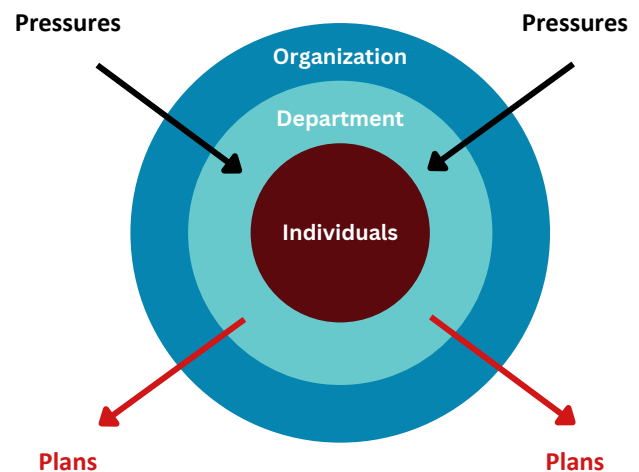
Actions or groups of actions put in place by the Customer to create specific outcomes

Plans are actions or groups of actions put in place by the customer's organization to create specific outcomes. They are put in place in response to the pressures impacting the organization, department or an individual. Plans are connected, quantified, and timed.

Our objective:

- 1) Establish that pressures across the organizational, departmental and individual levels are all connected.
- 2) Highlight the impact and flow of plans across the organization.

These types of pressures and plans are connected. The result is a very interconnected process of plans being created and putting pressure on other people and departments within the business.



The most important plans that the customer wants to accomplish

Priorities are defined as the most important plans that the customer wants to accomplish. They are connected to pressures and plans and they are both quantified and timed. Priorities are also connected, quantified, and timed.

Examples include:

- To meet financial projections, we must increase operating profit by 5% by end of year
- To improve our competitive position, we must increase Customer Satisfaction Score by 10% within 6 months

Pressures and plans come from the organizational, departmental, and individual levels. Value priorities are connected to these pressures and plans because the value priorities are the most important plans as a result of the most impactful and/or most urgent pressures.

Value priorities can be organizational, departmental, or individual, but are usually consistent across all three levels when the priority is significant enough.

4) Problems

Pressures

Plans

Priorities

Problems

Challenges keeping the Customer from achieving their plans

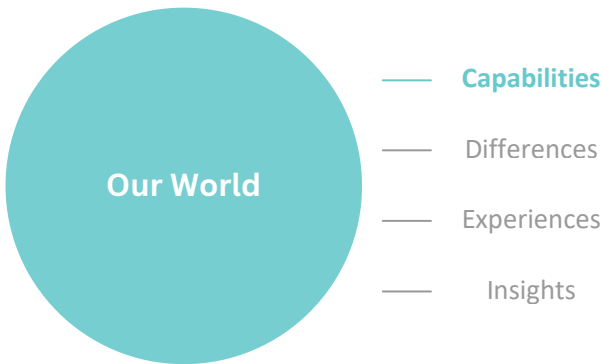
As customers pursue their plans, they will encounter problems that are keeping them from achieving their plans. These problems can also be referred to as challenges or pains.

Problems can be found by answering these types of questions:

- What do they lack (not have)?
- What do they have that is limited (not flexible)?
- What happens if they do nothing?



Our World



First, evaluate the customer’s world to identify possible areas of value. Then, compare your organization’s world with the customer’s world so you can communicate business impact to advance and win sales opportunities.

Our World includes the Capabilities, Differences, Experiences and Insights that create a valuable perspective we can bring to our customers.

Examples of capabilities include:

- Products
- Services
- Resources
- Expertise

1) Capabilities

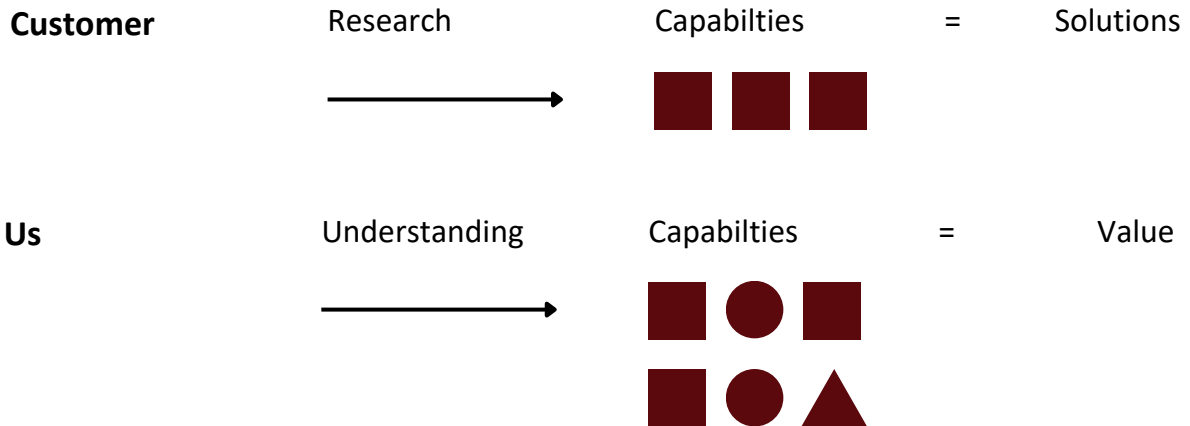
Customers are approaching buying differently in today’s environment. Causes include:

- More guidance on how to buy
- More information available
- Information from suppliers and independent services
- Less likely to depend on salespeople for ‘education’
- Bringing salespeople into the process much later after initial research is complete

When customers conduct their research, they will make conclusions about a supplier’s capabilities and determine the solution. Sometimes they get it right, but more often they may miss some of the supplier’s capabilities (especially beyond the products) that could provide additional value.

Helping Customers Understand Our Capabilities

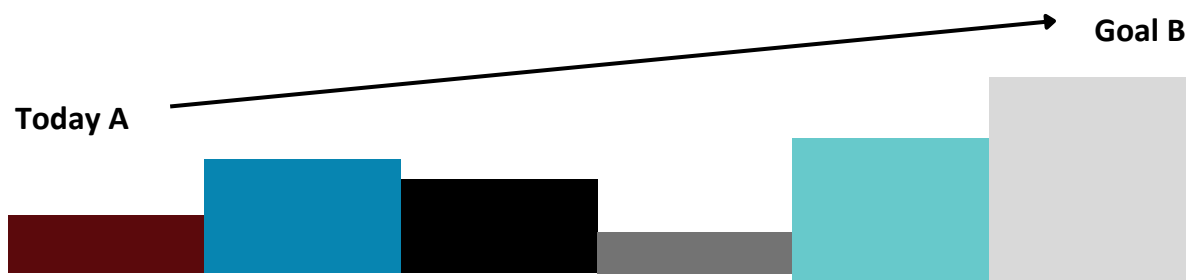
Understanding leads to perspective on our capabilities and how they impact the customer's value priorities



The role of the salesperson is to use their understanding about the capabilities to help the customer. Understanding is only valuable to the customer if it is relevant, focused, and actionable.

Using Our Understanding to Close the Gap

Understanding leads to perspective on our capabilities and how they impact the customer's value priorities



How can our capabilities help the customer achieve their value priorities? Which products, services, resources and expertise will be most valuable to the customer?

2) Differences

Capabilities **Differences** Experiences Insights

To create a value difference, we start by considering the customer's situation as they know it. Then, we introduce the insight and its potential impact on the customer's value priorities and the customer's ability to achieve their desired future state.

Types of Value Differences

1) Performance

The customer needs a solution with a certain performance level that we can offer and the competition cannot

2) Customization

The customer needs a solution specific to their business environment that we can offer and the competition cannot

3) Original Product / Service

The customer needs a solution with a type of product or service that is new to the market that we can offer and the competition cannot

4) Brand Equity

The customer desires a brand with a reputation for high quality solutions and our brand is viewed as higher quality than our competition's.

5) Relationships and Trust

The customer perceives risk in investing in a solution and we have more of the customer's trust than our competition.

6) Price

The customer views the solution it needs as a commodity and we have a lower price than our competition.

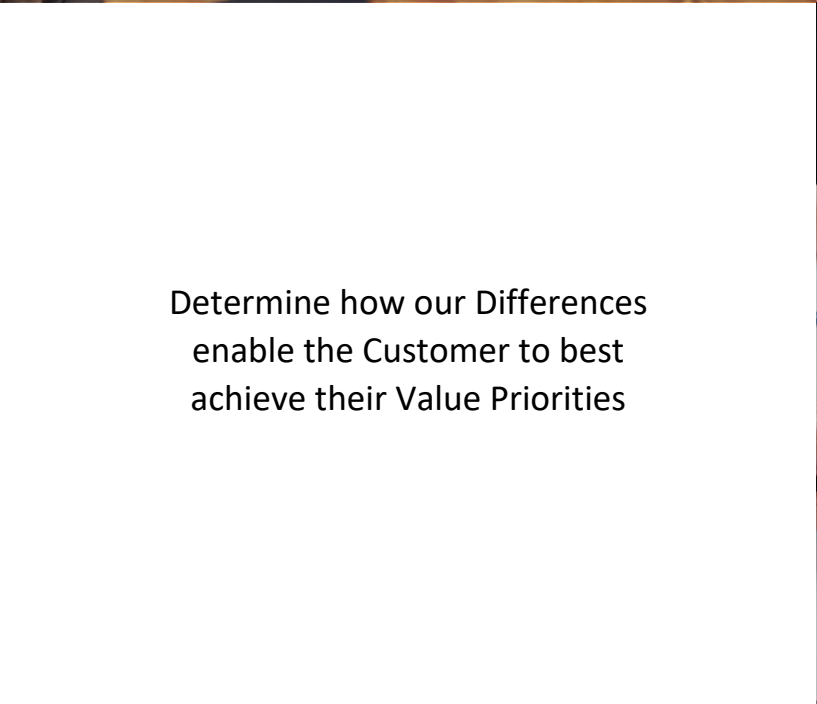
7) Resources

The customer believes the solution they need will require supplier resources to help them use the solution effectively and we offer better resources than our competition.



Now that you've identified some value differences, how can you use those differences to bring a perspective?

Determine the Differences



Determine how our Differences enable the Customer to best achieve their Value Priorities



Determine how our Differences create more value than the Competition

Customers will buy into a perspective that is supported by evidence.

Evidence comes in the form of facts that are contextualized to the specific customer situation. Powerful evidence that resonates with customers includes:

- Customer success stories
- Customer case studies
- Independent third-party write ups

What Facts Support our Potential Perspective?

As you look to shape the perception of customers, utilize all opportunities to back up the perspectives with evidence.



Facts



Myths



4) Insights

Capabilities

Differences

Experiences

Insights

Insights are defined as facts, statistics and information that support our perspective. Insights that are powerful help the customer see the situation in a different way, or help the customer see a new situation or opportunity not previously recognized.

Insights come in three types: market insights, industry insights, and customer insights.

What kind of insights can support our perspective?

1) Market

- Market trends
- Buyer trends
- Supplier trends
- Economic factors
- Regulatory forces

2) Industry

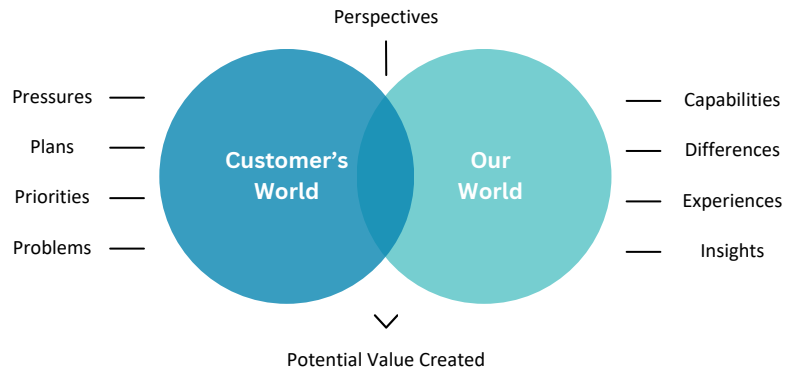
- Industry trends
- Competitive trends
- Operational trends
- Technology trends
- Regulatory forces

3) Customer

- Organizational changes
- Operational improvements
- Process improvements
- Technology use

Bringing a Perspective

We can use knowledge of the Customer's World—the Pressures, Plans, Priorities and Problems they are facing—to bring a unique perspective.



Outside-In Perspective



Pressures:
(Trends/Forecast)



What are the external factors impacting our customers and causing them to change?



Plans



What Plans are our customers putting in place in response to these Pressures?



Priorities



Do their priorities line up with their pressures/plans?



Gaps / Problems



What is the customer not seeing that could keep them from accomplishing their Plans?



Understanding the account's specific situation allows us to have a point of view. Asking the following questions can help us to identify the areas where we can bring a perspective:

- Are they focused on the right pressures? How is their response similar to or different from other accounts we have worked with?
- Do they have the right plans? Are they thinking about their plans in the right ways? How do they compare to other accounts we have worked with?
- Are their priorities lined up with their pressures and plans? Are they focusing on the highest impact areas?
- What problems are they not seeing? What problems are they underestimating? How have our most successful customers solved the same problems?
- Can we quantify the problem? How big is it?
- What capabilities are required to solve their problems? How should they be thinking differently about the required capabilities? Which capabilities have our most successful customers focused on deploying to solve similar problems?

You can use these questions to guide your thinking as you build out your account specific perspective. Comparing to other accounts/other situations and using tools like benchmarks can be helpful as well.



Our Value Created

Now that we understand the elements of building a perspective we can start to communicate our value. Our value created is the potential impact the account receives by working with us and should quantify the impact of achieving the desired future state.

Below is a snapshot of the process of determining value created.

Determining Value Created



Conclusion

The purpose of the Value Message is for your sellers to prepare for effective value creation discussions with their specific accounts. This requires a clear understanding of the customer’s world and how our capabilities address the customer’s specific pressures, plans, priorities, and problems. This understanding leads to bringing a perspective and communicating potential value created for the customer. In the next part, we will discuss the sales skills needed to create the Value Message and move it towards a Value Discussion.



PART 3: SKILLS

The third pillar of the SOAR Value Creation Selling Methodology is skills. The Value Creation Selling Methodology is based on field research with top performing sales reps who consistently sell on value. This means that they consistently close deals at the right price and in the right time frame.

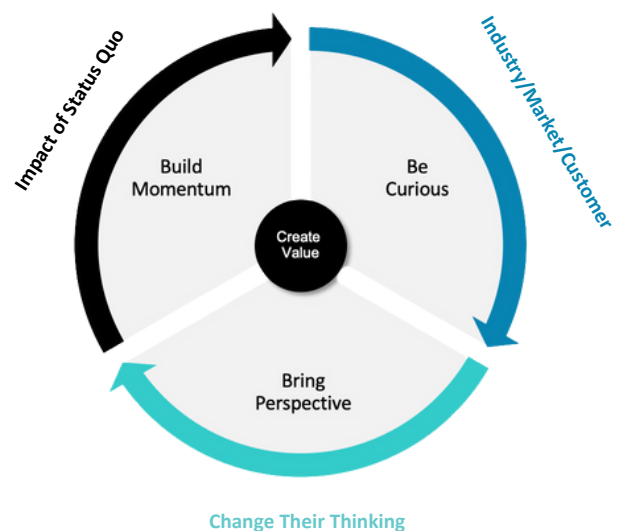
As we have observed top performing reps, there are three skills that differentiate their ability to sell on value:

1) Be Curious

They are curious about the prospect, their industry, and their market. The Value Message and the Discovery Tree employ this skill in interactions with customers.

2) Bring Perspective

Based on deep knowledge of prospects, they develop and communicate a point of view about their business and the differentiated value their solutions can provide. The Value Statement employs this skill in interactions with customers.



3) Build Momentum

They build momentum for deals through aligning with the buying team and clearly articulating impact across multiple stakeholders. This impact focuses both on the benefits of moving forward as well as the cost of inaction. The Value Discussion employs this skill in interactions with customers.



The purpose of the SOAR Value Creation Selling Methodology is to ensure that we are using the right skills and tools at the right time to execute our sales process and create a differentiated buyer experience.

Early in a selling cycle, when we are prospecting or initially engaging with an account, we don't yet have a large amount of information. So, we have a value hypothesis (the Value Message); we have ideas about the potential value we can deliver based on their type of business and previous customers we have served. As we move through the selling process, we engage with more stakeholders. We learn more about their pressures, plans, priorities and problems. We learn more about their technical landscape, and we develop a clearer perspective on the potential value we can deliver to their organization through our capabilities, differences, experiences and insights.

The frameworks within the SOAR Value Creation Selling Methodology support us in moving from having a value hypothesis (Value Message) in the early stages of engaging with an account to having agreement between us and the customer on potential value in the later stages of our engagement with the account.

In this chapter, we will learn 3 new frameworks, tools used to employ the above 3 skills. You can use these tools to prepare for and execute engagements with your accounts.



Four Frameworks To Enable Value Communication

1) The Value Message

(Explored in detail in the previous chapter) involves **being curious**.

This is the framework for understanding the customer's business and mapping our potential value to their specific business situation. It is used throughout the selling cycle and constantly improved as we move through a cycle. Early in our engagement, this will have several holes, assumptions, or open areas. This is why we refer to it as a value hypothesis during the early stages of a selling cycle. It needs to be validated, tested and explored with the account. As we get deeper into our engagement with a customer, we will have more information that is shared and validated by specific stakeholders in the account. Our Value Message will go from a hypothesis to something that is agreed upon by the customer.

2) The Discovery Tree

Also involves **being curious**.

This is the framework for engaging in conversational discovery with contacts at the account. This is how we validate, test, expand and improve the initial value message, which is our hypothesis around potential value. Discovery is not a stage, but something that we are doing every time we engage with a prospect.

So, this is a framework that we can use at any stage of the selling cycle to improve the quality of information we get. Additionally, it will improve the experience our buyers have engaging with us.

3) The Value Statement

Involves **bringing a perspective.**

This is the technique for communicating our value message in 90 seconds or less. It is intended to be more one-way communication than a discussion. Think of it like an elevator pitch, but instead of being about us, it is about the customer and how we can create value for them. The value statement can be used early in our customer conversations to generate interest to further explore our value hypothesis and the potential value that we can create for an account. As we get deeper into a selling cycle, there are often new people who will come into contact with us. The value statement is a great way to provide a short recap of our potential value to these new stakeholders. It is also a great way to craft an executive summary. Finally, it is a great tool for internally communicating around an opportunity as we have new team members joining an account engagement.

4) The Value Discussion

Involves **creating momentum.**

This is the technique for having a longer form, interactive discussion. It is really all about telling a customer-specific value story and getting the buying team to buy into this value story. The Value Discussion is intended for use as we get deeper into a selling engagement, once we have enough information for a 10-20 minute discussion around the potential value we can bring to an account. This discussion can be used to validate our value hypothesis (Value Message) with key stakeholders, or as a front end to a demo. In a large opportunity where you are face-to-face with the buying team, it can even be used to facilitate a whiteboard discussion. As we get deeper into an opportunity, we may update our Value Discussion with further information to make it stronger and more appealing to different audiences.

Let's look at the four frameworks in further detail.

The Discovery Tree (Be Curious)

The Discovery Tree is a framework that helps us gain maximum insight into the Customer's World. The figures below illustrate the 8 steps you should take in a discovery conversation and how to structure the flow for maximum benefit. You will use your knowledge of the Customer's World to begin.

Value Discovery Fow

Start with the Lenses

- Engage by discussing a Pressure or Plan
- Engage by bringing **Perspective** or an **Insight**
 - Motivate by connecting to individual wants and needs
 - Motivate by clarifying the purpose of the discovery topic

Open the Thinking

- Use incisive questions to get the customer to **think** about their business
- Use incisive questions to open a two-way dialogue
- Listen to the customer
- Demonstrate listening by summarizing back key points

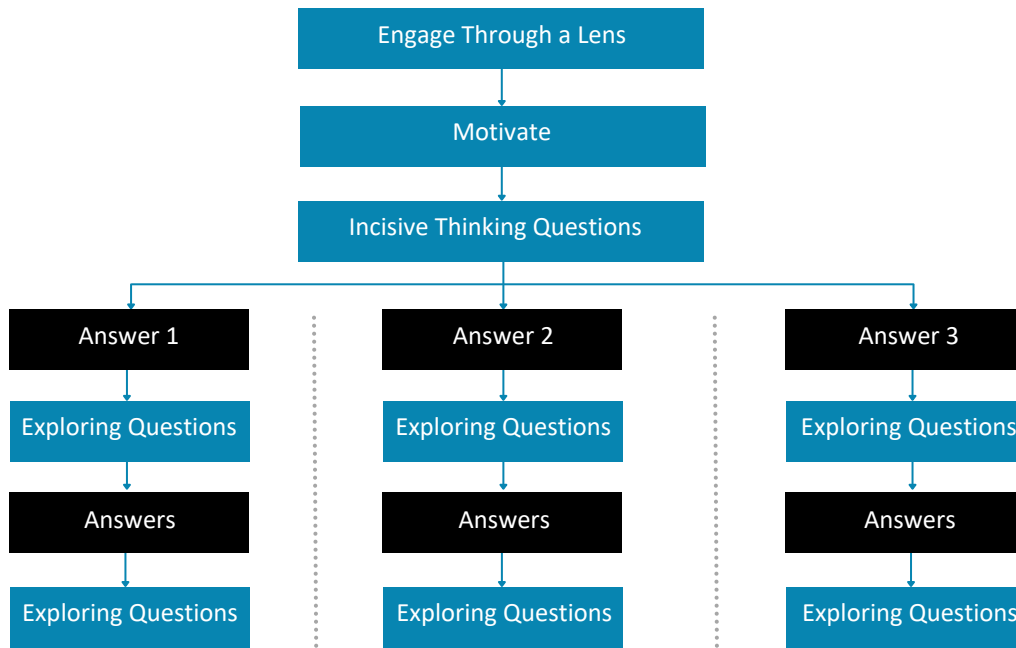
Aim to Explore

- Use incisive questions to penetrate the surface and **explore** real issues
- Determine root causes of challenges
- Determine impact of reaching or not reaching desired future state

Review and Confirm

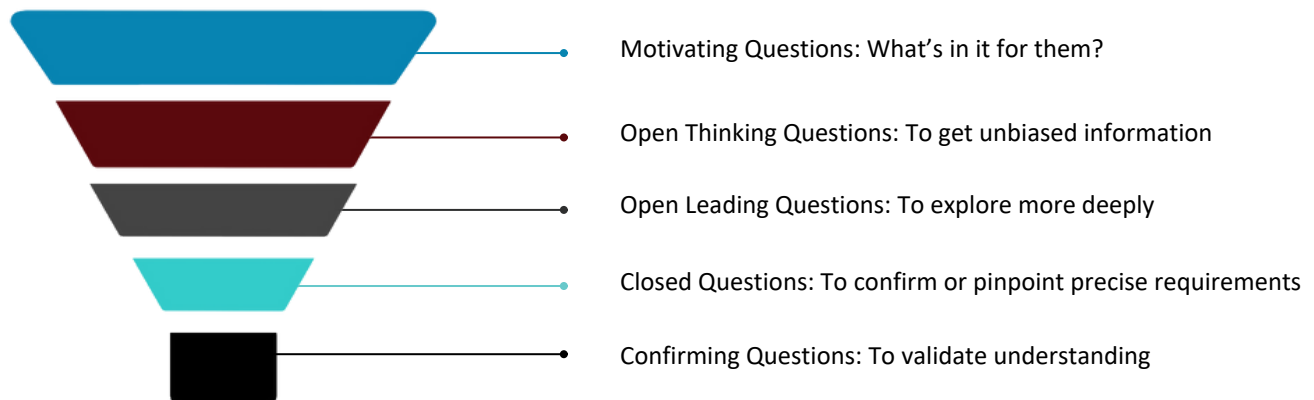
- Summarize understanding of root causes and impact
- **Confirm** understanding
- Validate impact

Follow this flow for a successful discovery. Avoid 'Tree Hopping' or moving from one topic to another without bringing either to conclusion. Practice 'Tree Chopping' or closing a topic when there is no more value in exploring and then moving to the next area.



Discovery Questions

Now that you have seen the flow and structure of the Discovery Tree, let's look at how to build questions that lead to a valuable discovery. Note: the term "threat intelligence" is used for example purposes and refers to a department in an organization that monitors, analyzes and takes action on cybersecurity threats to an organization.



1) Motivating Questions: What's in it for them?

There are **4 Types** of motivating questions: Time, Help, Range, and Ego.

- Example of time: "To ensure that we make the best use of our time together, may I ask you a few questions?"
- Example of help: "So that I can help you resolve this issue, may I ask you a few questions?"
- Example of range: "There are many different use cases we are addressing for you. To ensure that we focus on the most important ones for you, may I ask a few questions?"
- Example of ego: "You are an expert in threat intelligence and I would like to understand more about how you do it. May I ask you a few questions?"

Once you cover what's in it for them by asking a motivating question, you want to get the prospect to think using thinking questions.

2) Open Thinking Questions: To get unbiased information

Ways to ask a thinking question:

- Ask them to think: "How is your threat intelligence department thinking about better driving alignment with your internal stakeholders?"
- Ask them their opinion: "In your opinion, what are the biggest issues your team is facing?"
- Ask them to project into the future: "Where do you see threat intelligence evolving over the next six months?"
- Ask them to prioritize: "What are the top three projects your team is working on?"

3) Open Leading Questions: To explore more deeply.

Based on the answer you get to your thinking questions, explore: ranking or priority, current state of the customer situation, future desired state of the customer situation, and impact of taking action or not taking action.

4) Closed Questions: To confirm or pinpoint precise requirements.

5) Confirming Questions: To validate understanding.

Lastly, summarize your current understanding and define next steps.



The Value Statement vs. The Value Discussion

The Value Message Framework helps us to organize our thoughts around how we can create value for a specific account. Once we have our thoughts together, we can use this information to communicate in a variety of formats. The Value Statement is a short, quick-hitting statement on the customer's business and where we believe we can add value. It is best used one on one or in a group and will be less than 2 minutes. The Value Discussion is a framework for having an account specific dialogue on their business and the impact we can create. It uses the value message as core content and then frames a discussion that you can have with your account in a variety of formats both in person or virtually.

Communicating Value: Value Message



Value Statement

- One-on-one or group
- < 2 minutes



Value Discussion

- One-on-one or small group
- < 15 minutes



Value Statement (Bring Perspective)


The value statement is a one-on-one or group type delivery of your value message. This short delivery (< 2 minutes) is a statement about the potential value created.

The keys to being effective are:

- Focus on what’s in it for them
- Demonstrate an understanding of their pressures, plans and problems
- Suggest a value solution and emphasizes potential benefits
- Highlight proof through other experiences
- Create a differentiated perception of us in their mind
- Agree to next steps!

An effective value statement should be:

Connected “Will they want to remember it?”	Concise “Can they remember it?”
Clear “Will they get it?”	Confident “How much do you believe it?”
Compelling “Will they take action?”	



An effective value statement starts by focusing on the customer. After conveying knowledge of the customer's business situation, the value statement transitions to a discussion of the capabilities, differences and value created. A strong value statement puts you in the position to make an ask.

About the Customer

- Based on our understanding, the pressures impacting your businesses are...
- In response to these pressures, we understand you have plans such as...
- Some problems that must be addressed if you are to achieve your priorities include...

About Us

- To help you, we deliver a solution that allows you to do...
- Something that is different about working with us is...
- We have success stories from previous work we've done. For example, we worked with...
- The value we can potentially help create is...

Ask/Request

- Can we...

Value Discussion (Create Momentum)

The value discussion is best used one-on-one or in a small group. Target a 15 minute or less dialogue. Who has heard of customers being weary of slide presentations that feel generic and scripted? Using the Value Discussion is a powerful way to engage differently.

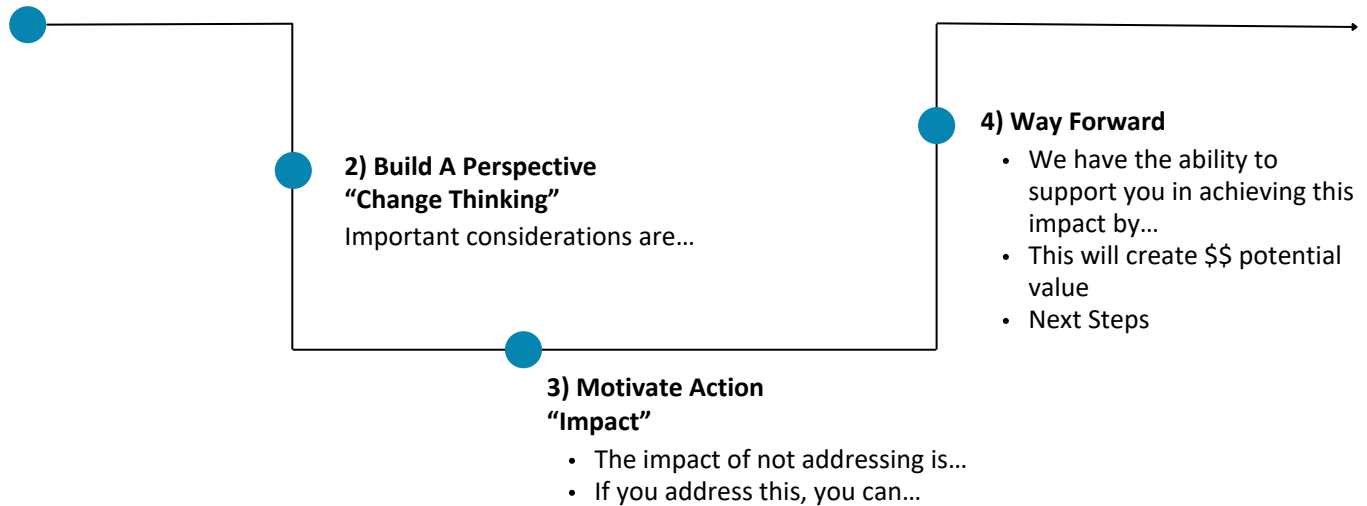
Some keys to being effective in leading a Value Discussion:

- Facilitate a two-way discussion
- Begin with Value Created to grab attention
- Focus on what's in it for them
- Demonstrate an understanding of their value pressures and value priorities
- Suggest a value solution and emphasizes potential benefits
- Highlight proof through other customer experiences
- Create a differentiated perception of us in their mind
- Agree to next steps!

The Value Discussion has 4 Parts:

1) Establish Credibility

Our understanding of customer situation



Note the shape of the diagram. When we change thinking, there will possibly be a dip in the customer's confidence about their situation and the projected plan they have to address. This dip may continue until we get to the impact of the thinking we've brought to them. The upward turn continues as we further the discussion about the way forward.

Now that we understand the flow, we can start to build the framework of our value discussion with the information we have gained from our discovery. **Let's discuss how to translate this flow into a conversation we can have with a potential customer.**



1) Establish Credibility

Our understanding of customer situation...

4) Way Forward

- We have the ability to support you in achieving this impact by...
- This will create \$\$ potential value
- Next Step

Potential
Value
Created

2) Bring a Perspective

Important considerations are...

3) Motivate Action

- Impact of not addressing
- Impact of addressing

The discussion starts in the center, with potential value created. It then moves to establishing credibility through showing that we understand their pressures, plans, problems, and priorities. From there, we want to change their thinking by bringing a perspective in their situation. Once we have brought a perspective, we want to motivate action by showing the impact of addressing the current situation, and more importantly, the impact of doing nothing. Finally, we show customers the way forward to achieving the impact and how we can support them better than any other alternatives they may be considering. We move to value differences and connect back to value created.

1) Establish Credibility

We present our understanding of the customer situation. Recall the 4 P's from Part 2— Pressures, Plans , Priorities, and Problems



2) Bring a Perspective

A good perspective will make the customer think differently about their situation, lead them to take action and highlight your differentiation. Some types of perspective that we can offer:

- An underestimated problem – a problem that they have that has a bigger impact than they currently realized.
- An unrecognized driver – a problem that they believed to be out of their control but actually can be addressed.
- An unanticipated problem – a problem that is just around the horizon, but they have not anticipated
- New opportunity – an opportunity that they can pursue but aren't

3) Motivate Action

Once we bring them a perspective, we can then motivate action through highlighting the impact of taking action as well as the impact of inaction.

4) Way Forward

We can show the way forward by highlighting:

- How we can solve their problems
- Why we are better and different
- Next steps we should take together.

One of the keys to effectively delivering a great value discussion is to effectively frame each piece of the discussion:

- We begin by grabbing the customer's attention by highlighting the potential value created
- Then, we want to connect the customer's business situation. If we were with a customer, we would transition by saying: "Now let's talk about your world and share our current understanding of your situation."
- As we discuss the customer's current situation, it is important to validate and allow them to share additional background that we may have missed. Once we ensure that we are aligned, we want to transition into sharing Our Perspective. To transition, we would say: "Important considerations for an organization facing a situation like yours are...."
- Once we have shared our perspective and gotten the customer's validation on our point of view, we want to transition into sharing impact. To transition into this quadrant, we would say: "The impact of addressing this is....even more importantly, the impact of doing nothing is...."
- Then we can share the way forward by saying: "We can support you in achieving this potential impact by....here are the ways that we are uniquely solving this for.....this will create \$\$\$ potential value for you and as a next step we would suggest....in order to help you achieve the value that we kicked our conversation off with..."



Sample Value Discussion

The following is an example of a value discussion based on a franchise restaurant operation:



We are excited to meet with you today to discuss how we can support you in driving a 10% improvement in your gross margins.

First, let's discuss what we understand about your world. We know that throughout the past year, inflation is driving higher food input costs throughout your supply chain. This has led to shrinking gross profit margins on a year over year basis. To address this, we understand you are putting in place plans to launch new system-wide menu offerings and price increases. To make this a success, your top priority is communicating the value of your new menu offerings and guest satisfaction. However, there is a critical problem standing in your way. Franchisees are hesitant to roll out the new menu items and price increases, especially in the face of local, market-specific competition.

Today, you have less than 10% of franchisees that have rolled out the new menu items and pricing. You would like to see this at 100% by the end of the year.

Our perspective: Historically, it has been very challenging to provide hyper-localized campaigns at scale. However, our perspective is that advances in technology have made it possible to run local digital marketing campaigns that support each franchisee uniquely, message value vs. local competition, drive foot traffic and revenue. This value add for franchisees can help to gain their trust that a new menu and pricing approach can work in their specific market.

So what is the impact? If you are able to effectively implement your new menu items and pricing, we understand that you forecast a 10% improvement in your gross margins. However, if you are not able to get franchisees on board, your gross margins will continue to erode, potentially by as much as 7-8% per year.

So what is the way forward? Our organization offers..."

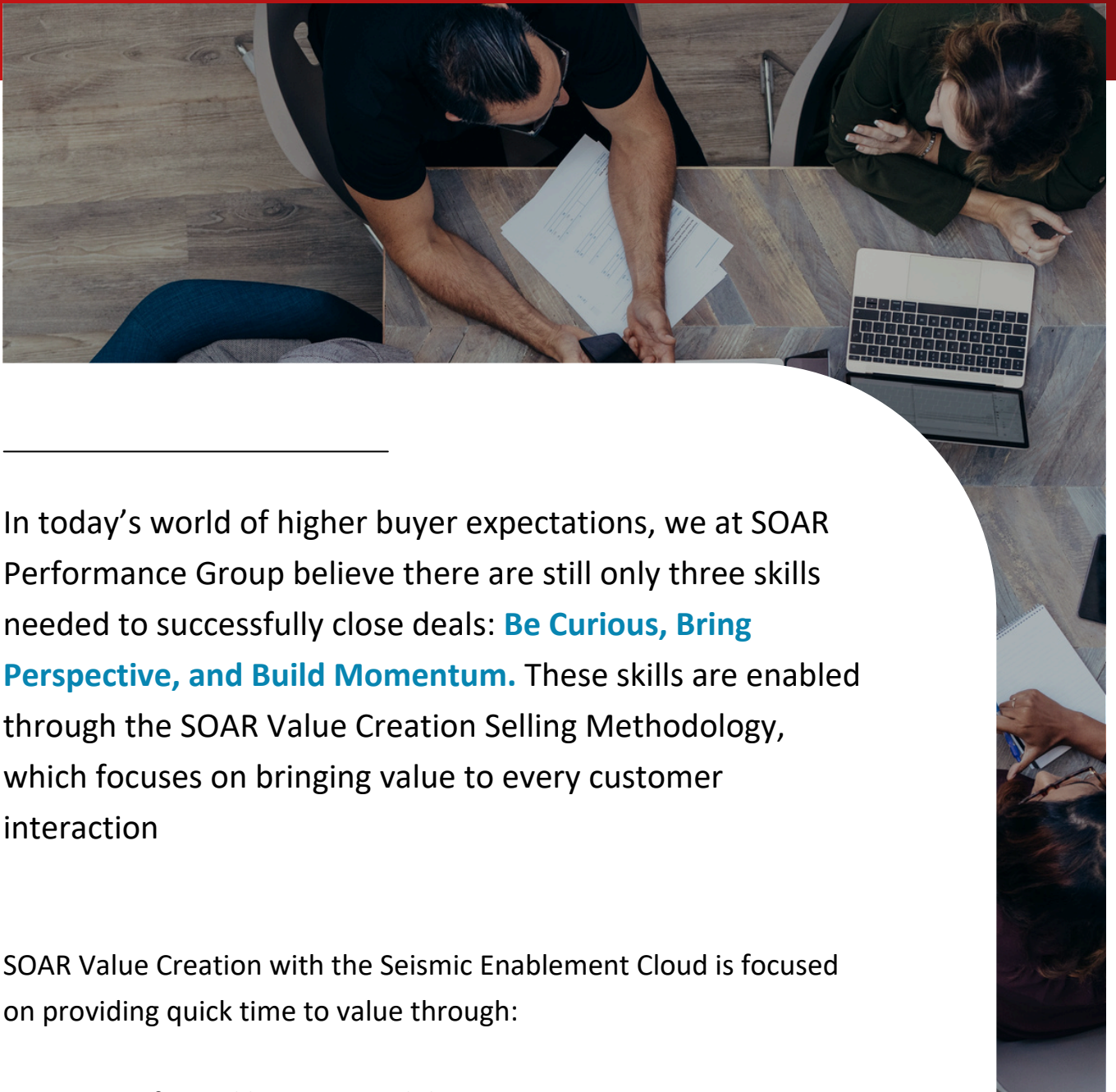
Conclusion

As you can see, the 3 skills—be curious, bring perspective, and build momentum—permeate the four frameworks used in a buyer conversation. These 3 skills will enable your sellers to close deals at the right price and in the right time frame.



Conclusion

SOAR 
Performance Group



In today's world of higher buyer expectations, we at SOAR Performance Group believe there are still only three skills needed to successfully close deals: **Be Curious, Bring Perspective, and Build Momentum.** These skills are enabled through the SOAR Value Creation Selling Methodology, which focuses on bringing value to every customer interaction

SOAR Value Creation with the Seismic Enablement Cloud is focused on providing quick time to value through:

- Pre-configured learning modules
- Adaptability to unique buyer journeys
- Alignment to customer specific sales processes
- Connection of sales process, sales tools, and sales skills

This has resulted in increased revenue per rep, larger deal sizes, and higher win rates for SOAR clients deploying the SOAR Value Creation Selling Methodology.

**To learn more or to start a conversation
about deploying the SOAR Value
Creation Selling Methodology in your
organization, contact us at
info@soarperformancegroup.com.**

