

Why we have to get Value Selling & Realization Right



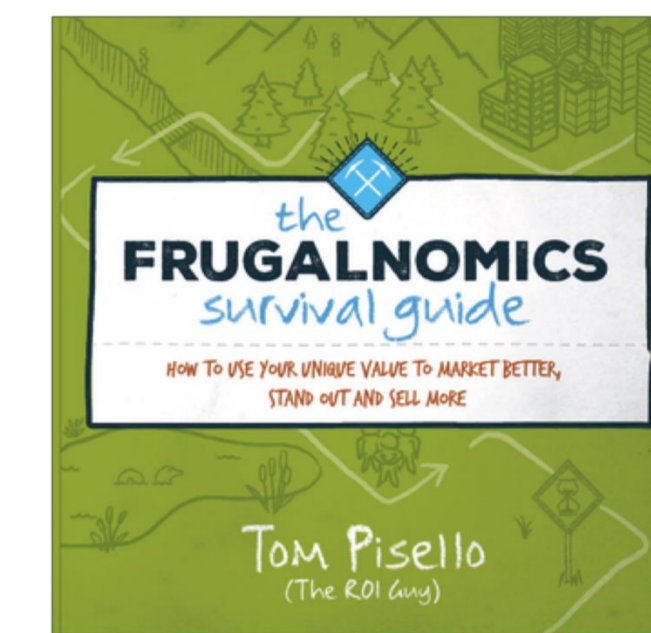
Jim Ninivaggi
Chief Strategy Officer



Jim.ninivaggi@strategytorevenue.com
[@jninivaggi](#)
[@StrategyRevenue](#)
www.StrategyToRevenue.com



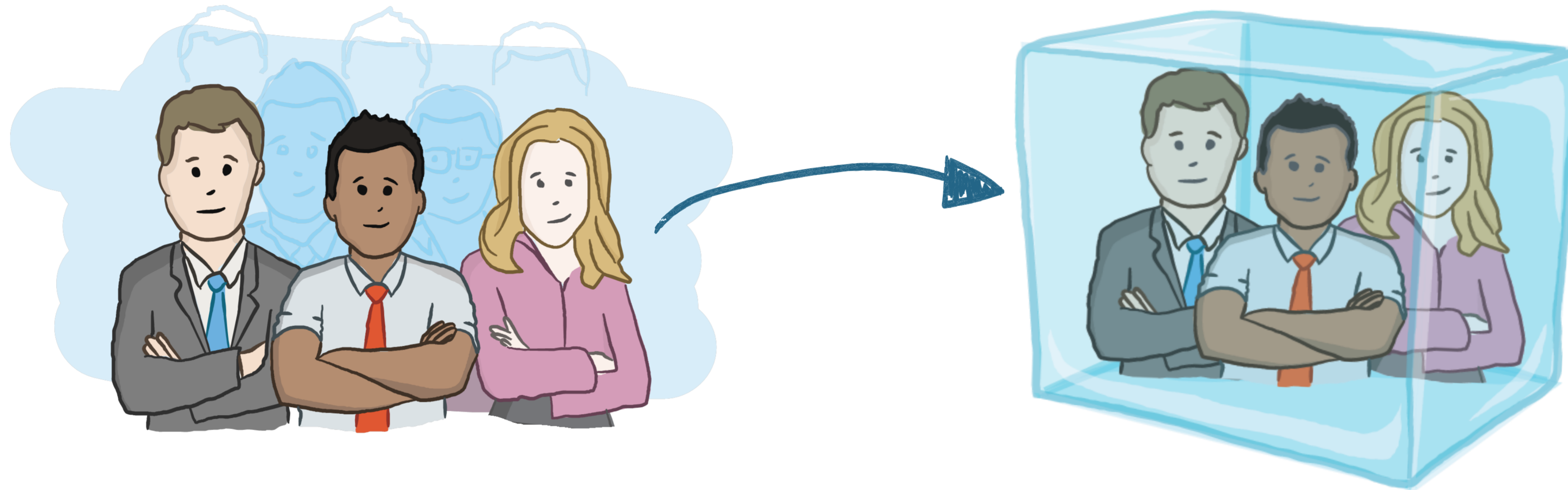
Thomas Pisello
CEO & Founder



tom@alinear.com
[@tpisello](#)
[@AlineanROI](#)
www.alinear.com

#VSRSummit
[@tpisello](#)
[@jninivaggi](#)

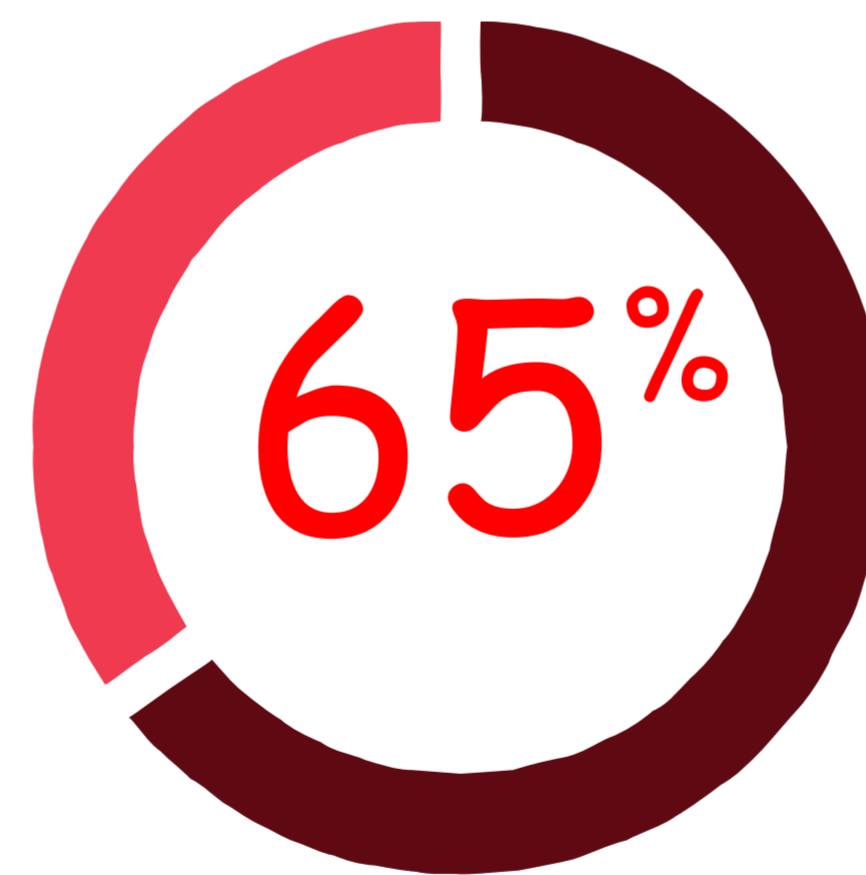
Buyers Have Changed



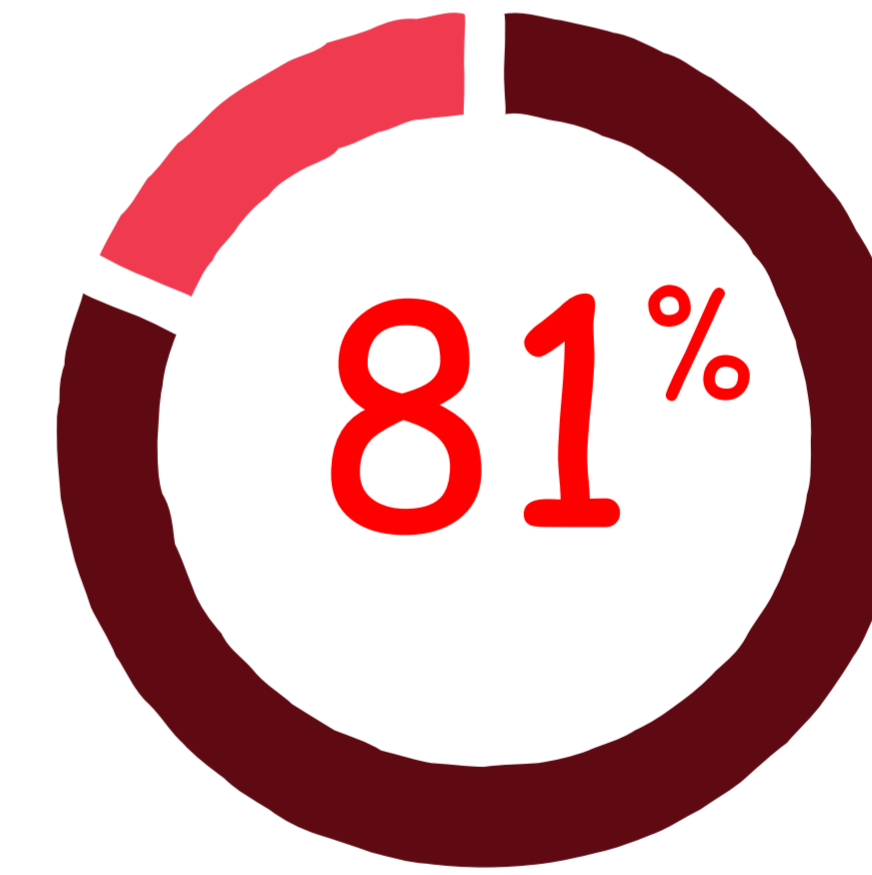
In Control
Cautious
Economic-focused



Require justification
prior to approval
(IDC)



Don't have the research,
metrics, tools or knowledge to
do on their own
(IDC)



Expecting vendors to
deliver a business
case (IDC)

Sellers have not?



1/3rd

go to Dentist vs. another
PowerPoint pitch
(Zagby)



1 in 10

sellers are
perceived as value-
focused (Forrester)

30%

grade for reps knowledge of
industry and discovery questions
(Forrester)

Do we really have a value problem?

Rep's ability to connect our offerings to client business issues



Our reps spend too much time on non-selling activities



Inability to manage today's more educated buyer



Lack of useful / relevant content from marketing



Our reps lack the necessary selling skills

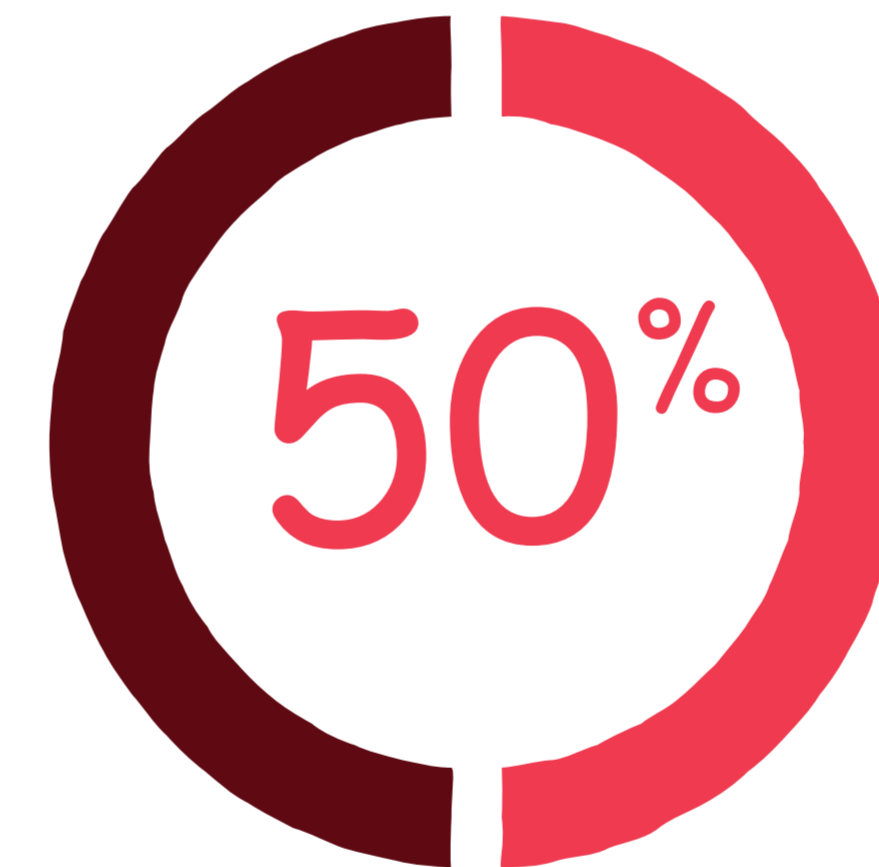


Our reps lack the required knowledge



#1 quota issue = Inability to articulate your unique value

SiriusDecisions, 2011 - 2015

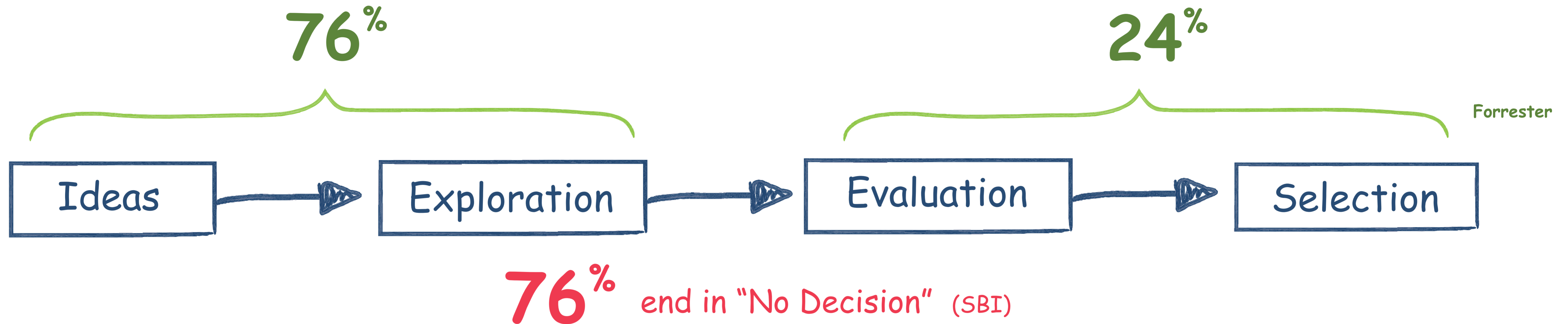


Indicate ROI selling programs need improvement need
(MHI Global / CSO Insights)



Admit current ROI selling programs need a major redesign
(MHI Global / CSO Insights)

Buyer's Journey?

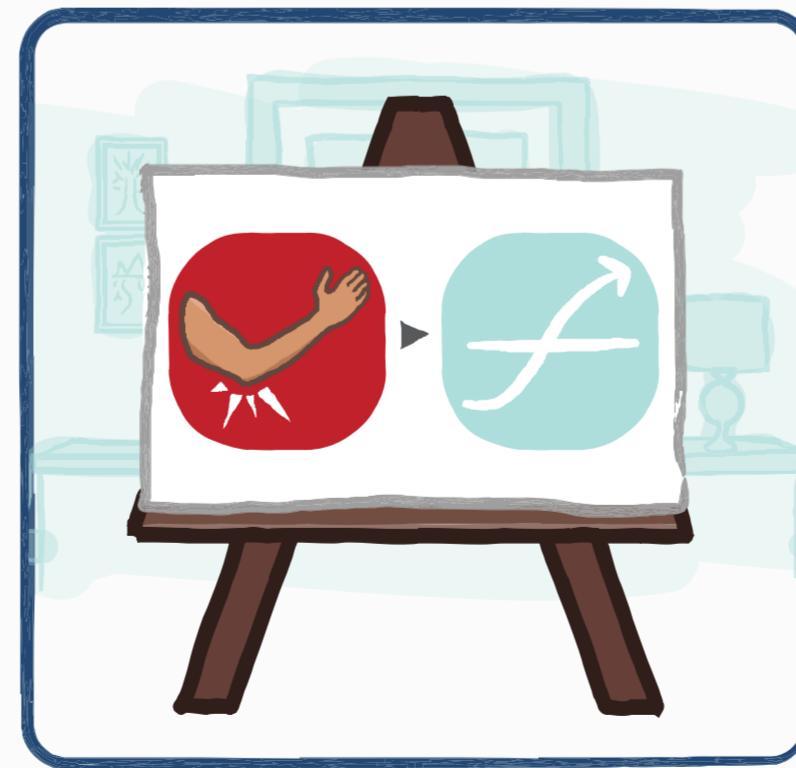


Why Change?



Quantify the Pain

Why Now?



Justify the Gain

Why You?



Prove not the Same

More Stakeholders?

43% More buyers involved in each decision (IDC)

24% Longer decision cycles (SiriusDecisions)



48% → 90%

Technology spending controlled by the business vs. IT (IDC / Gartner)

Value Map



The Dynamics of a Purchase Decision

Price

Performance

Capacity

Fuel Efficiency

Maintenance

Warranty



Brand

Image

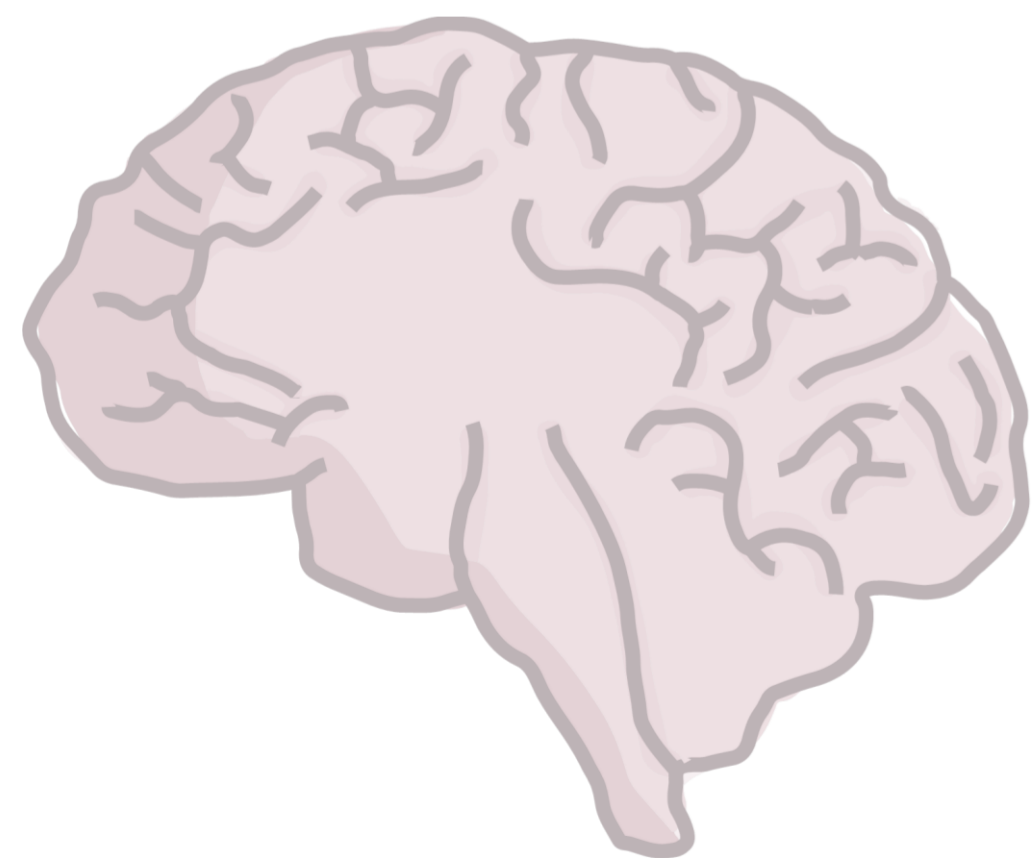
Design

Reviews

Safety

Recalls

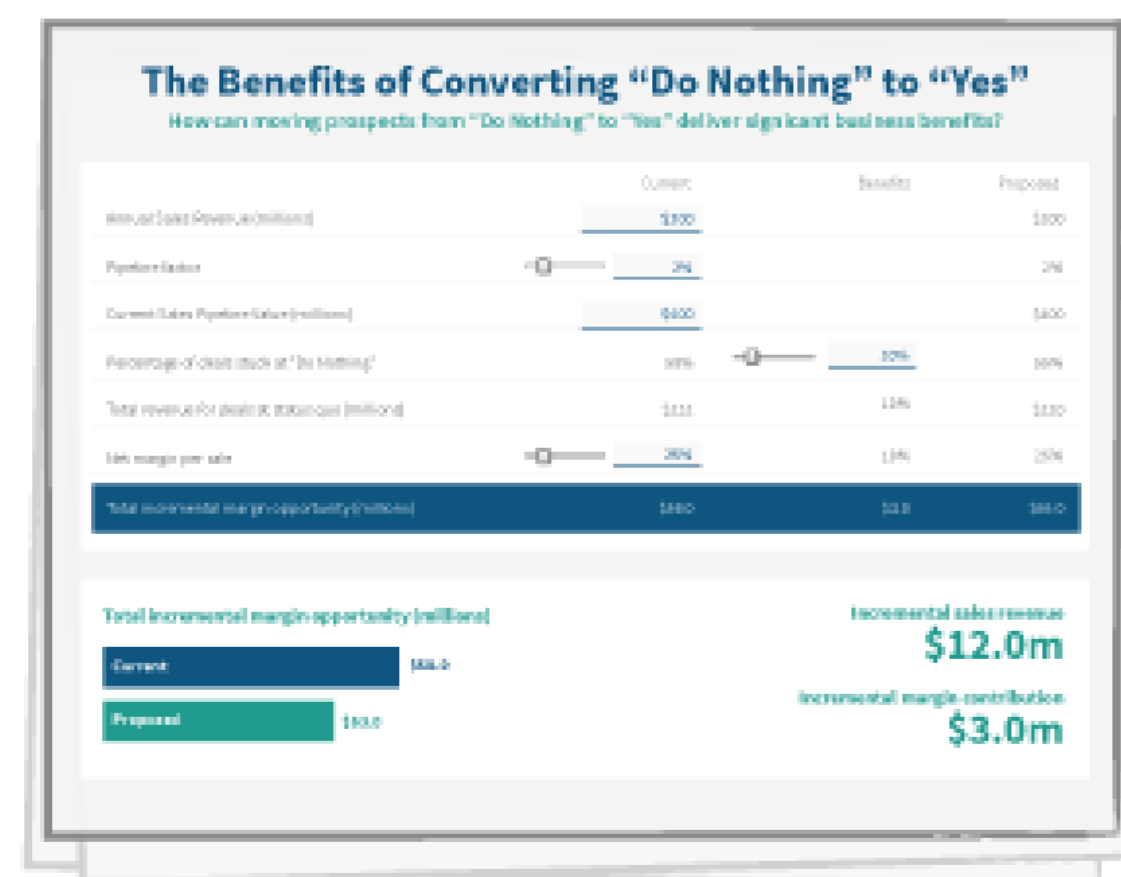
The Art & Science of Decision Making



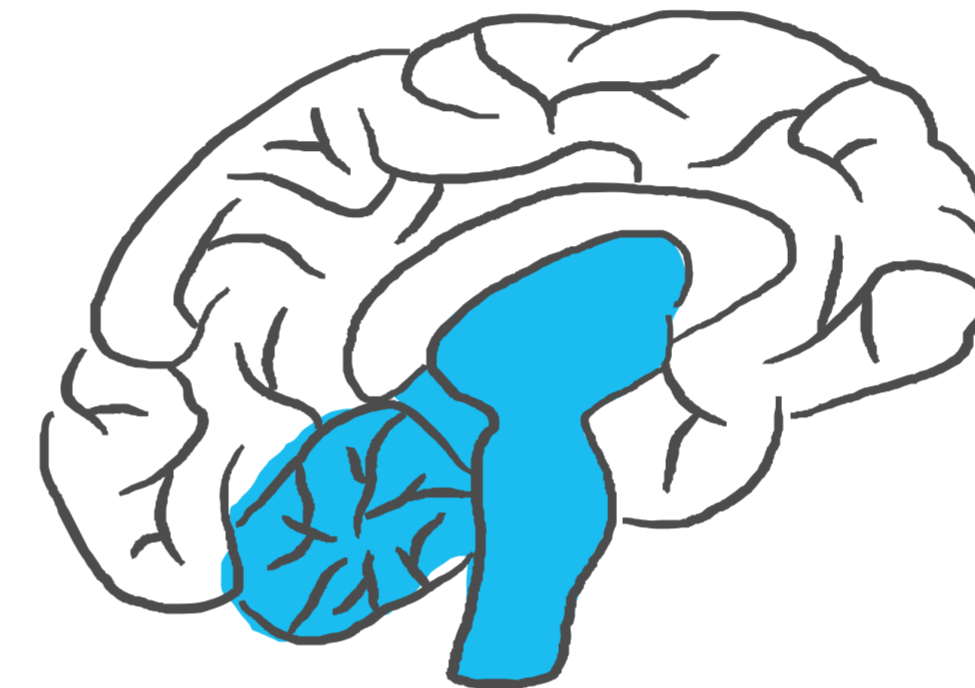
Logos



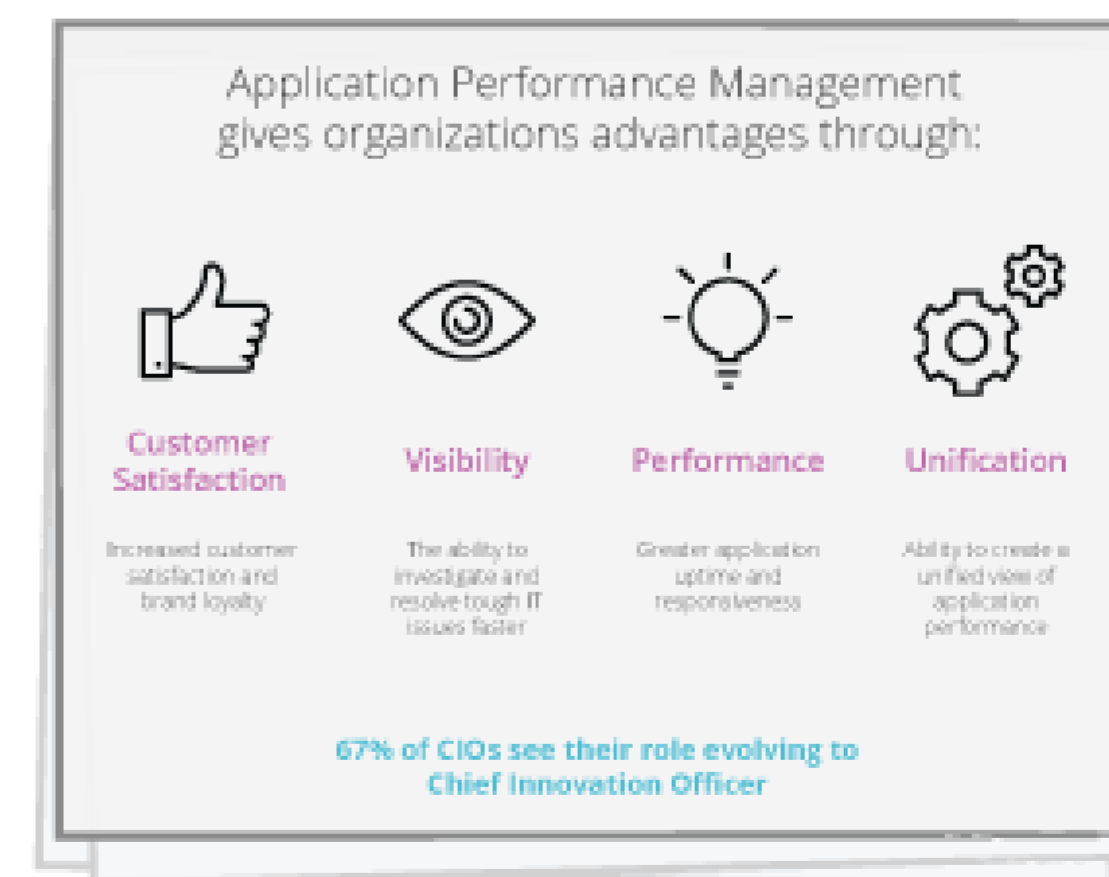
New Brain,
Logic



Pathos



Reptilian Brain,
Emotions



Ethos



Middle Brain,
Credibility

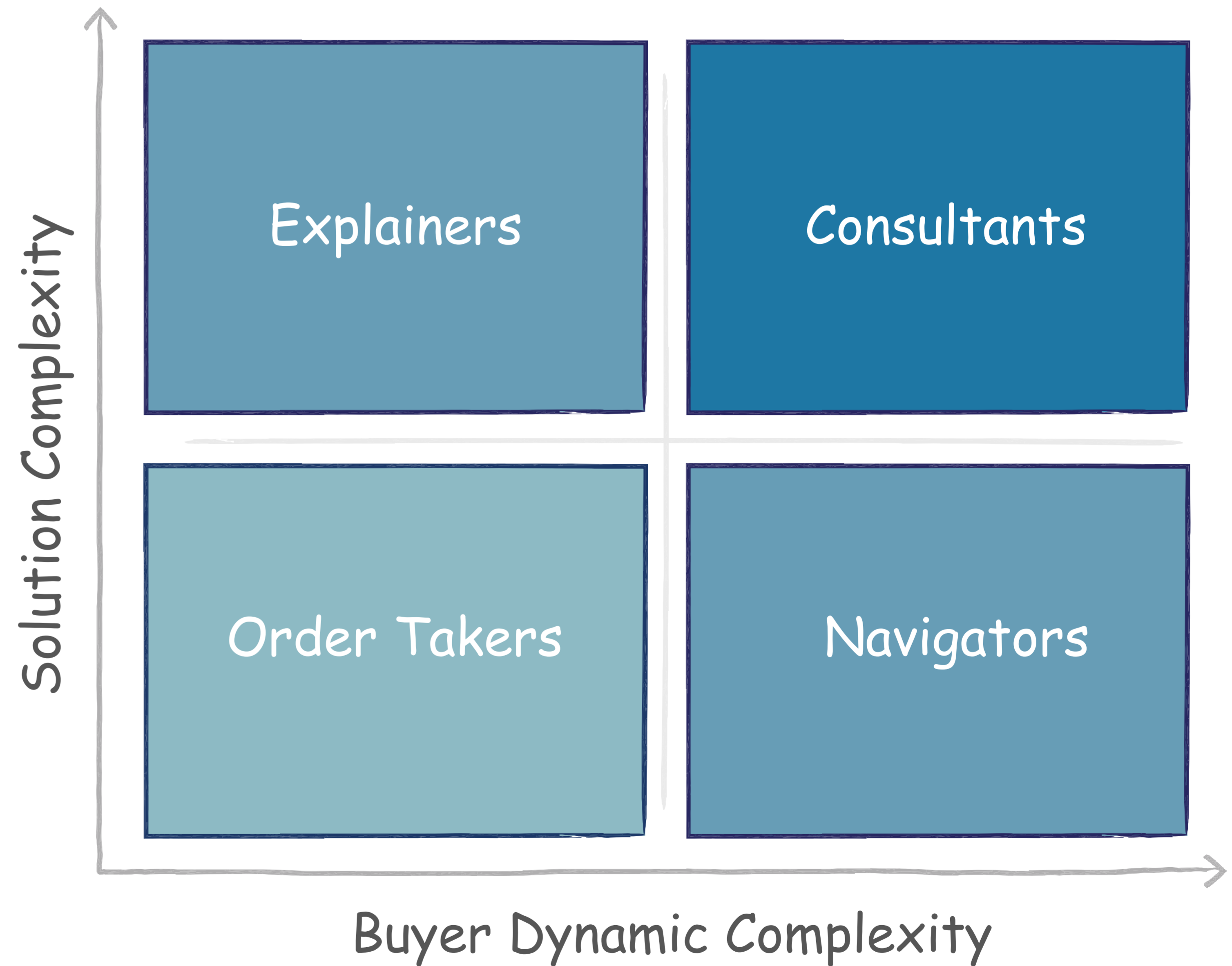


Death of the B2B Sales Rep?

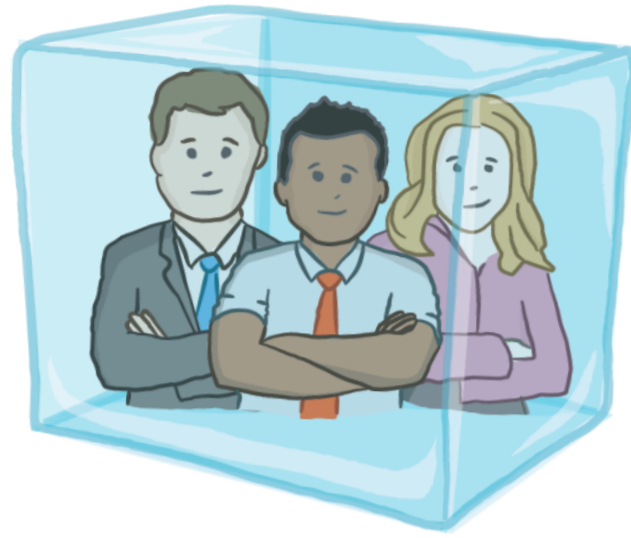


1 million 1 in 5

Sales Reps Looking for New Careers
by 2020 (Forrester)



Key Takeaways



Vendors not perceived as Value-focused



You have to Advance your Value Approach

- Different throughout the buyer's journey
 - Different "points of value" for each stakeholder
 - Go beyond the numbers to add Emotion (Pathos) & Trust (Ethos)
-



Intense pressure to:

- Justify Programs, "Do more with Less"
- Pivot to enable value in marketing, inside sales & partner programs

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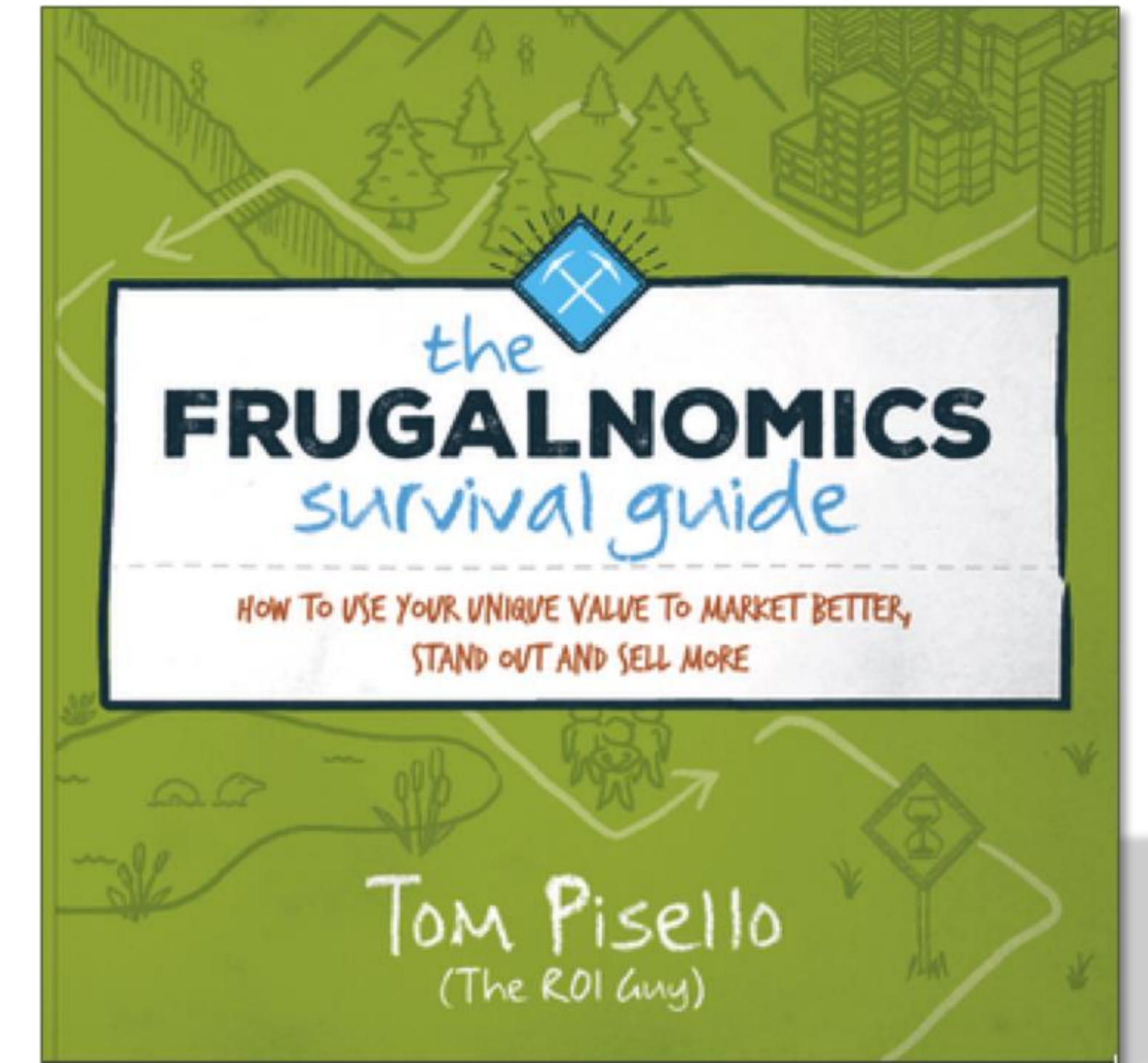
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