

# Boosting Sales Team Success with The Value Council Sponsorship

## The Value Council Sponsorship: What & Why

**Facing Digital Era realities** The hyper-changing Digital Era is creating a new buying world for B2B technology providers. Choices are exploding. Decision groups are bigger. Evaluators know more. Business executives have more say. Consequently sellers everywhere are threatened with rising sales costs, loss of win-able deals, excessive price discounts, buyer-dominated buying process, disheartened sales teams.

**Placing “value” at the center of competitive differentiation** Today’s top sales teams know ‘value shortfalls’ are the root cause of Digital Era threats. Thus, to drive sales success, leaders relentlessly embed “value” at every step of the sale cycle to embrace what the buying teams’ really care about.

**Upping sales team’s Value Game** But knowing when, why and how to embed value deeply into the sales cycle is a tricky undertaking requiring a careful understanding of Value Management approaches. Entire sales teams need to believe in and adopt Value Management - quickly, effectively and economically.

**Leveraging The Value Council’s unique, value knowledge ecosystem** The Value Council is a global, non-profit, collaborative organization dedicated to Value Management adoption. Comprised of forward thinking sales and enterprise leaders and advisors, The Value Council articulates and disseminates Value Management best practices frameworks, tools and training. **A Sponsor Membership with The Value Council allows entire sales teams to rapidly understand, assess and apply the latest in Value Management expertise and knowledge.**

**Realizing sponsorship benefits** Sponsors (a) **shape** their sales teams to quickly become more “value effective”, (b) **enhance** their firm’s market image as a “value leader”, and (c) **influence** the direction of The Value Council’s future. Consequently, sponsors can:

- **Accelerate revenue** via higher win rates, greater client retention, by:
  - **Uncovering** more powerful ways to articulate value
  - **Allowing** clients to see value as a competitive differentiator
  - **Equipping** sales team with the latest, proven skills
- **Boost employee productivity, personal growth and retention by:**
  - **Employing** the latest Value Management findings
  - **Enrolling in** The Value Council’s Value Certification Program
  - **Influencing** the global value community via outreach activities
- **Reduce sales costs and risks by:**
  - **Reducing** sales turnover, **cutting** client attrition, **saving** at risk in-flight programs
- **Assure** all enterprise leaders appreciate Value Management’s payoffs



## The Value Council Mission

Maximize value from investments in technology-enabled change by establishing and promoting value management awareness, understanding, standards, practices, and tools that enable technology vendors and enterprise corporate executives to collaborate in developing and executing a “roadmap to value”

## How The Value Council Help Sales Teams Succeed

### Business Value Advisors

Boost impact via more powerful business cases and value discovery

### Sales and Pre-Sales Teams

Bolster the results from executive interactions, proposals, presentations and contract negotiations

### Customer Success and Account Managers

Help clients achieve more value than expected

### Product Marketers

Strengthen product/service success by via stronger value appeals

## Select the Optimal Sponsorship Level

Value success is a team sport. The Value Council sponsorship provides a unique opportunity for your organization's sales team to win more by rapidly evolving into a competitively distinctive "value team".

Sponsorship offers deep and economical access to, the Value Council's vast array of knowledge, methods, tools and community interactions – for invaluable support across the entire Value Life Cycle of Value Discovery, Value Enablement and Value Realization.

The Value Council sponsorship is available at the **"Enterprise"** or the **"Strategic"** level, and includes:

- **The Value Council's "Book of Knowledge"** – an unparalleled reference source to all crucial aspects of Value Management
- **The Value Council's "Repository of Value Knowledge"** – a comprehensive, updated reservoir of Value Management artifacts and knowledge
- **Discounts** on Value Management training courses, Value Certification Programs, events, recruiting and Value Advisory Services
- **Unlimited access** to live/archived The Value Council webinars, publications
- **Invitations** to join special Value Council innovation workgroups
- **Economical** access far in excess of the annual fee.

### Enterprise Sponsorship

At \$9,800 USD per year, provides up to ten (10) named employees with The Value Council access and participation, plus special offerings listed below:

- Access to Book of Knowledge for each named employee
- 100 training credit hours for on-demand eLearning videos
- 45 training credit hours for on-site, live instruction courses
- Full access to live and archived The Value Council webinars, publications
- 20 credit hours for The Value Council Advisory Services
- Exclusive access to "Ask the Value Expert" forums
- Ten percent discounts on training, events, knowledge, sales and value team assessments and recruiting services.
- Participation in The Value Council innovation workgroups

### Strategic Sponsorship

At \$25,000 USD per year, provides up to twenty-five (25) named employees with The Value Council access and participation, plus special offerings listed below:

- Book of Knowledge for each named employee
- 200 training credit hours for on-demand eLearning videos
- 100 training credit hours for on-site, live instruction courses
- Full access to live and archived The Value Council webinars, publications
- 50 credit hours for The Value Council Advisory Services
- Seat on The Value Council Board of Advisors
- Exclusive access to "Ask the Value Expert" forums
- Fifteen percent discounts on training, events, knowledge, sales and value team assessments and recruiting services
- Participation in The Value Council innovation workgroups
- Seat on The Value Council Board of Advisors

### What Members Say About The Value Council:

"...(exposes) our team to industry thought leaders and helps us bring those ideas into our daily work and improve the quality and the precision of the value....that we articulate on a day in day out basis."

*[John Kanarowski, Senior Director, Value Management, Workday]*

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"...coming together rallying around this larger purpose of really sharing best practices what works, what doesn't work, what needs to be improved, how to communicate to C-level....it's a common theme that everyone can benefit from."

*[Cheik Daddah, Vice President, Strategic Value Services, Oracle North America]*

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"(enables us to...) network, build knowledge of what others are doing and to be able to connect with those people".

*[Doug Connor, Vice-President, Digital Business Transformation, SAP]*