

Accelerating Value Selling Success with The Value Council Membership

The Value Council Membership: What, Why

New Reality: the Digital World is rapidly obsoleting business models of giant as well as small firms. Communications and relationships are being drastically redefined. Every Digital Day threatens to undo historically proven success factors for B2B technology solutions sellers and support experts.

Urgent Opportunity: “Superior Value” is ultimately why buyers buy. Membership in The Value Council (the world’s largest global ecosystem of value leaders and thinkers), keeps you on top of what’s urgently new about value expectations *and* what to do about it.

With The Value Council Membership, you can:

Access our Expert Network of world-class value leaders and thinkers to review, discuss and resolve your challenges for adding more value to yourself and your organization.

Elevate your personal brand and value by positioning yourself and your organization as a pro-active Value Management thought leader and innovator.

Accelerate your Career via Value Management skills development, certification and interactions.

Leverage The Value Council in four, reinforcing ways:

“See it” via webinars and publications

“Share it” via interactions with our global value community, workgroups and annual Value Summit

“Learn it” via world-class, The Value Academy courses, including certifications and coaching

“Do it” via innovative value tools, methods, advisory services and job search.

Examples of what Members discover: What’s changed with buyer expectations? What new value-driven sales strategies are now working best? Which new value-driven methods are surging? What old skills will suffer? What new value-based skills are now critical? What new value standards are evolving? And more!



The Value Council Mission

The Value Council is a global, non-profit organization, comprised of forward thinking sales and enterprise leaders. The Value Council’s mission is to “*Maximize value from investments in technology-enabled change by establishing and promoting Value Management awareness, understanding, standards, practices and tools that enable sellers and buyers to collaborate in achieving greater value returns.*”

How The Value Council Helps Sales Members Succeed

Business Value Advisors

Boost impact via more powerful value discovery and business cases

Sales and Pre-Sales Teams

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

Customer Success and Account Managers

Help clients increase the certainty they achieve more value than expected

Product Marketers

Strengthen product/service success by via stronger value appeals

Select Your Most Relevant Membership Level

Pick a membership level to match your most immediate personal opportunities and challenges:

- Want to gain a quick *sampling* of The Value Council's knowledge, offerings and global contacts? Select our free **Basic annual membership**.
- Want to get *expanded access* to vital knowledge, training and services? Select our **Professional annual membership** level at \$145 USD.
- Want *full access* to *all* The Value Council resources, including special discounts on training and services? Select our **Premium annual membership** level at \$347 USD.
- *Want to have your firm sponsor an entire team?* Get details at: <http://vsrCouncil.org/corporate-membership/>

Basic Membership

Selected access to The Value Council's knowledge base:

- Book of Knowledge
- Selected Live and Archived Webinars, Publications and White Papers
- Discounts on Additional Webinars
- Access to Discussion Groups/Forum

Professional Membership

Access to these The Value Council resources, participation, and specials:

- Book of Knowledge
- All publications and White Papers
- All Live Webinars, Discounts on Additional Webinars
- Four (4) Learning Credit Hours
- Self-assessment of Value Maturity
- Participation in Value Council innovation workgroups
- Access to "Ask the Value Expert" Forum
- Access to Discussion Groups/Forums
- Membership in Special Research Workgroups
- Access to Job Search Services

Premium Membership

Full access to these Value Council resources, participation and specials::

- Book of Knowledge
- Unlimited Access to all Live and Archived Webinars
- Twenty (20) Learning Credit Hours
- Self-assessment of Value Maturity
- Participation in Value Council innovation workgroups
- Access to "Ask the Expert" Scheduled Live Calls
- Access to "Ask the Value Expert" Forum
- Access to Discussion Groups/Forums
- Membership in Special Research Workgroups
- Access to Job Search Services

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 messages that we articulate on a day in day out basis." [John Kanarowski, Senior Director, Value Management, Workday]

2, "...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, I think it's a common theme that everyone can benefit from." [Cheik Daddah, Vice President, Strategic Value Services, Oracle North America]

3. (Am currently researching this third testimonial. JK)