

DEVELOPING THE DEAL UNCOVERING VALUE

The objective of this lecture is to help you understand REAL business value and how you uncover it using the whiteboard for your prospect or client.

What is Value ?

- *Value - The regard that something is held to deserve; the importance, worth or usefulness of something"*

What did you learn about Logos and Pathos Value ?

What is Logos value ?

What is Pathos value ?



"Decisions are based on emotions, supported by facts and figures."

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Understanding REAL Business Value

What are the 4 REAL "Logos" business areas of value ?

BUILD UP VALUE BEFORE DISCUSSING PRICE

Build up VALUE	Present Price
1.	
2.	
3.	
4.	
TOTAL VALUE:	

"Price is what you pay, value is what you get"

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Notes:

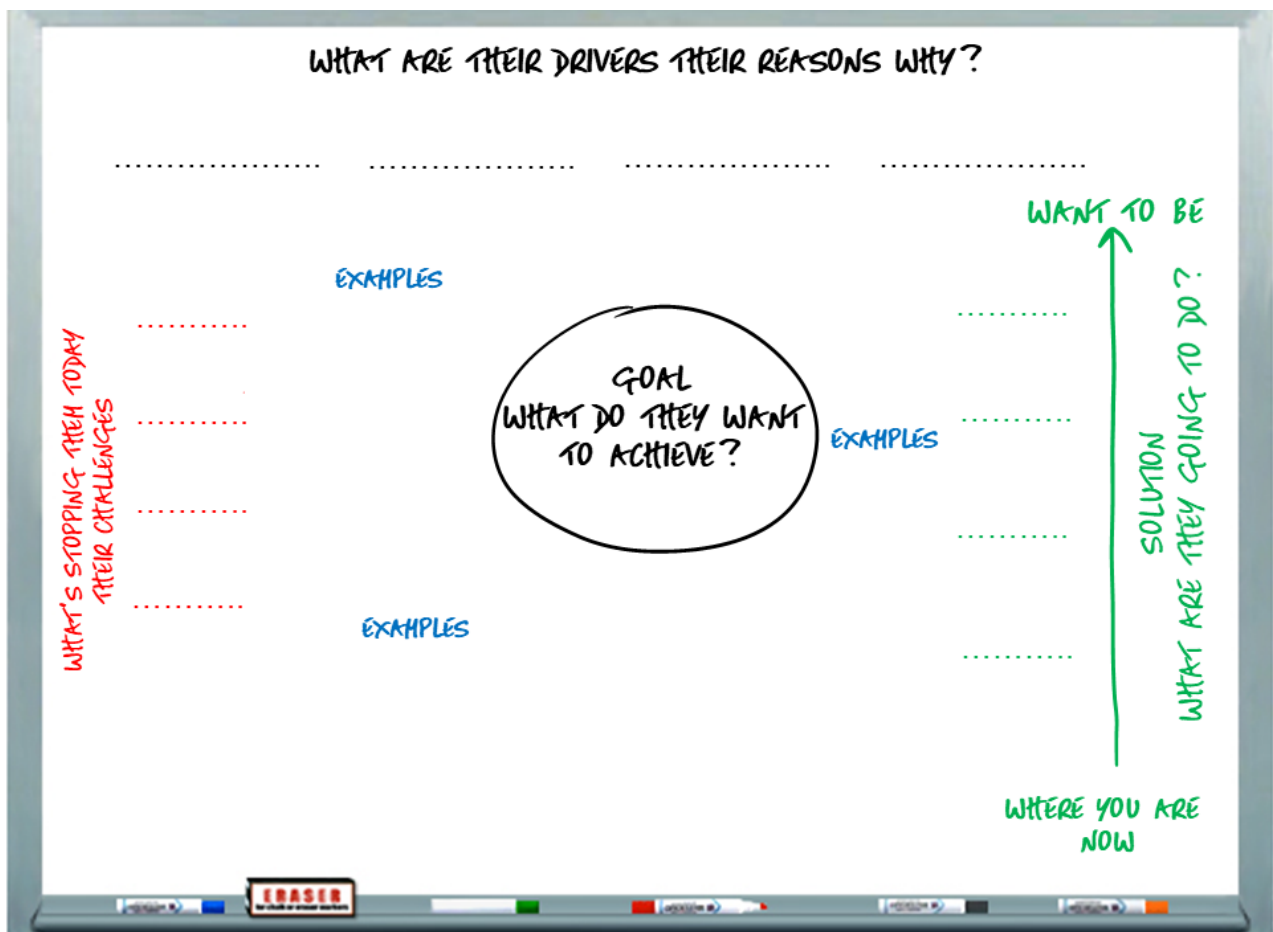


"You never lose a deal on price only on not selling enough value"

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Assignment

Complete the whiteboard below for your product or service. This should be the same as the whiteboard you put together in the previous section of the course



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What REAL Business Value Do You Deliver ?

Look at each driver on your whiteboard and write down whether it:

- 1. Increases revenue*
- 2. Avoiding loss of revenue*
- 3. Reducing costs*
- 4. Avoiding costs*

(note: sometimes you can have revenue and cost value with one driver)

Driver 1:

Driver 2:

Driver 3:

Driver 4:

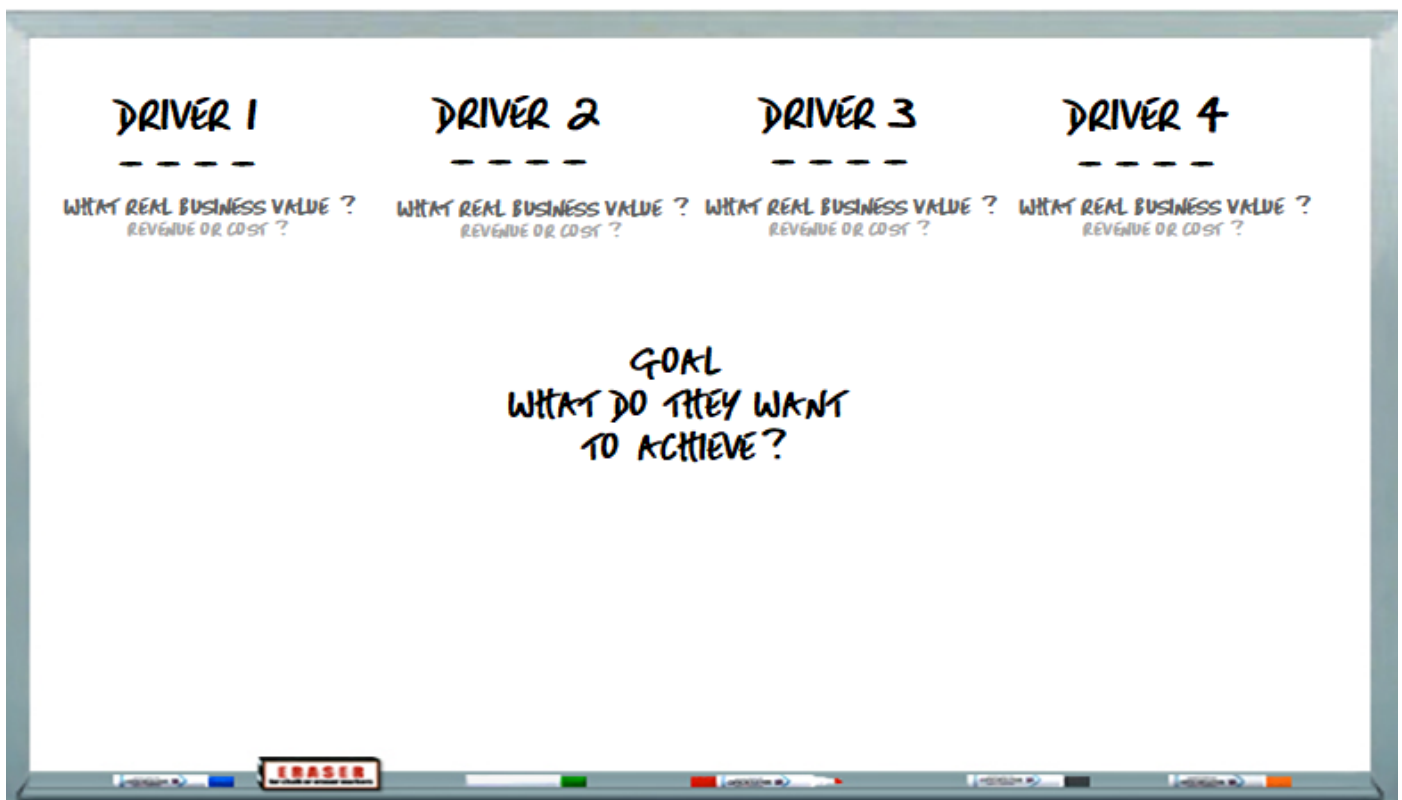
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What REAL Business Value Do You Deliver ?

Now add these values to your whiteboard below.



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What questions do you need to ask to uncover the REAL business value of your product or service ?

You need to get to real specific value that the prospect or client has agreed to or is comfortable with i.e. by installing your product or using your service we would expect to increase our revenue by 10% from £xxk to £xxk

Against Each Driver

- *What Great Questions Will you Ask?*
- *What information must you know to be able to work out all the value they will receive? (i.e. what are their current costs, or what is their current revenue)*
- *What examples of existing clients and the value they are receiving will you use?*

Driver 1:

Driver 2:

Driver 3:

Driver 4:

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