

MAXIMISING SALES PERFORMANCE BY QUANTIFYING YOUR VALUE PROPOSITIONS

WHY QUANTIFY VALUE PROPOSITIONS?

FROM	TO
DIFFICULTY REACHING STAKEHOLDERS	USE OF EXAMPLE VALUE TO IMPROVE STAKEHOLDER ACCESS
INCREASING INFLUENCE FROM PROCUREMENT	CREDIBLE FINANCIAL PROJECTIONS THAT ALIGN WITH PROCUREMENT OBJECTIVES
LONGER DEAL CYCLES	BUILD MOMENTUM WITH IDENTIFICATION OF BOTH LOSSES AND GAINS
"DO NOTHING FOR NOW" DECISIONS	
INCREASING COMMODITISATION	QUANTIFY VALUE OVER LONGER TERMS

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KEY ASPECTS OF EFFECTIVE VALUE PROPOSITIONS

HOW DO BUYERS DEFINE WHAT IS VALUABLE?
Source: Forrester Research

68%

UNDERSTAND MY BUSINESS ISSUES AND CAN CLEARLY ARTICULATE TO ME HOW TO SOLVE THEM

55%

HELPS ME THINK ABOUT HOW TO SOLVE A BUSINESS PROBLEM

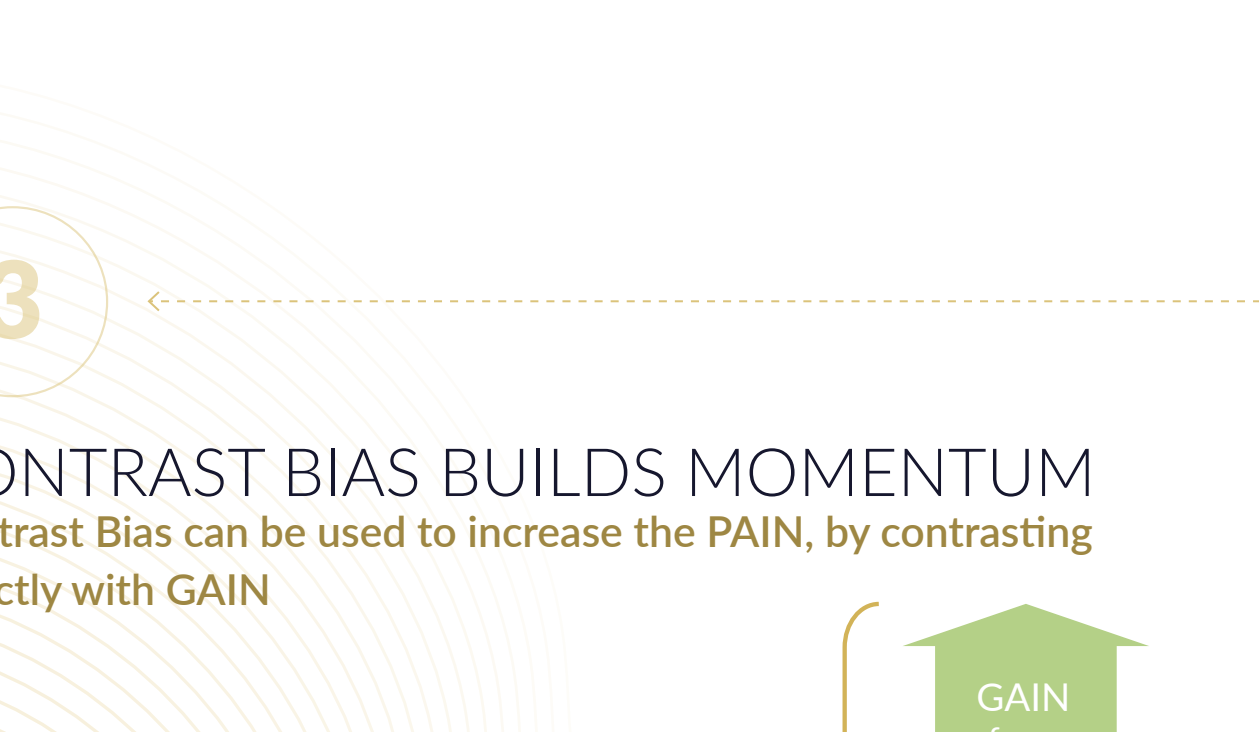
50%

SHARING INSIGHTS WITH ME THAT I DID NOT CONSIDER BEFORE

LOSS AVERSION DRIVES BEHAVIOUR

People act to avoid a loss 2-4x more than they do to achieve a gain

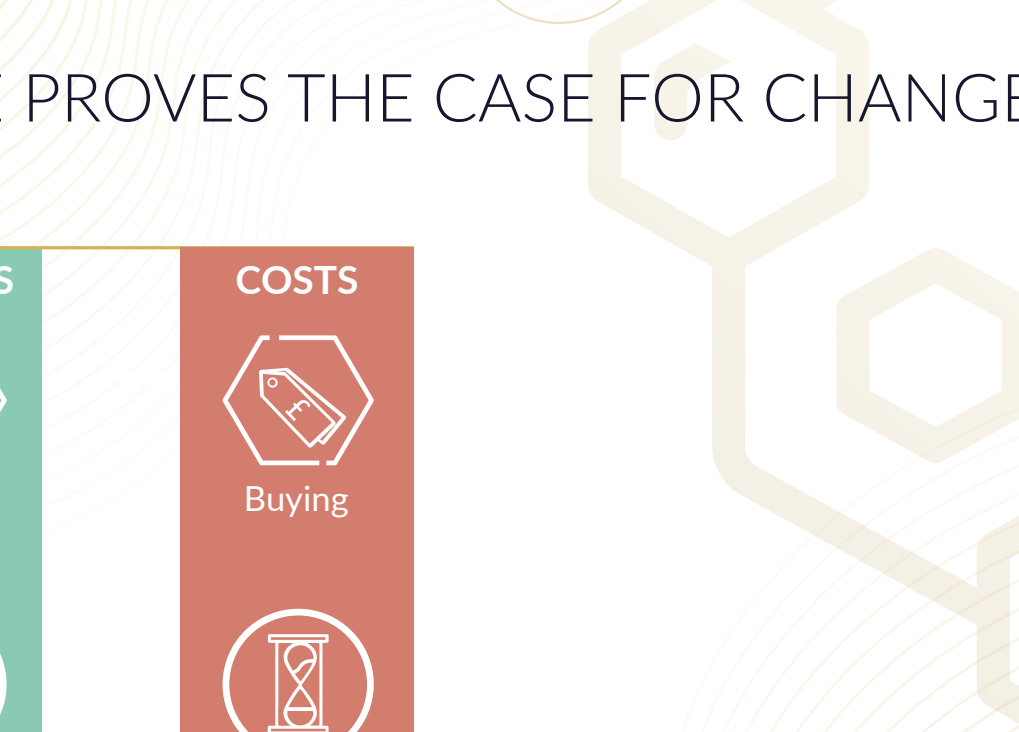
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CONTRAST BIAS BUILDS MOMENTUM

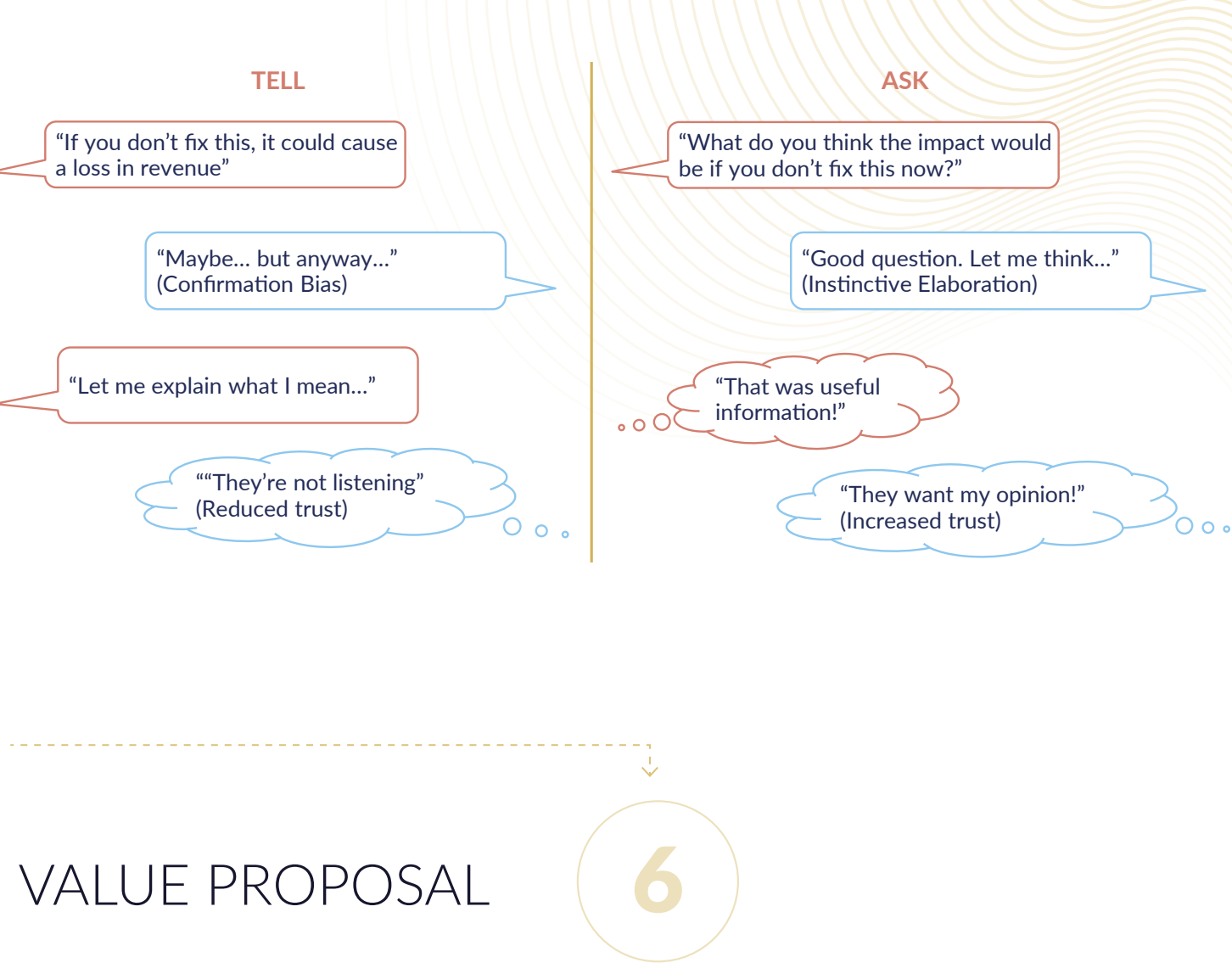
Contrast Bias can be used to increase the PAIN, by contrasting directly with GAIN



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VALUE PROVES THE CASE FOR CHANGE....

5 ...BUT SHOULD BE CREATED PERSUASIVELY



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VALUE PROPOSAL

	ITEM	Y1	OVER 5 YEARS
QUANTIFIED BENEFITS	25% reduction in turnaround time per surgery: saving of 50 hours per year	€60,000	€300,000
	Length of admission: reduction of 100 days per year	€30,000	€150,000
	TOTAL BENEFITS	€90,000	€450,000
COSTS	Costs of purchase and training	€85,000	€85,000
	Costs of maintenance	€5,000	€25,000
	TOTAL COSTS	€90,000	€110,000
	VALUE CREATED	€0	€340,000

OVERCOMING COMMON CHALLENGES

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WHAT IF I CAN'T GET A FIRST MEETING?



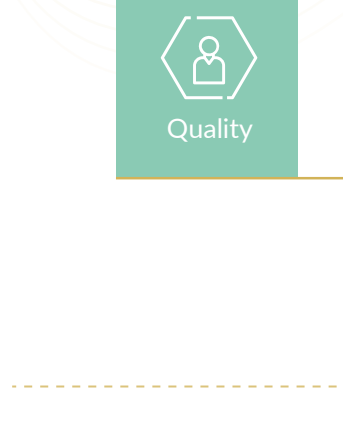
RESEARCH

- Possible objectives/needs based on research into the buying organisation
- Stakeholders who may be receptive to meeting request



CONNECTION

- Social proof: Use example value propositions (confidential if necessary) to sell a meeting (not your solution!)



STAKEHOLDERS

- Loss aversion: Explore what losses may be impacting on the organisation's success
- Ask your receptive stakeholder to introduce you to stakeholders who are impacted by these losses

HOW DO I GET CREDIBLE DATA?

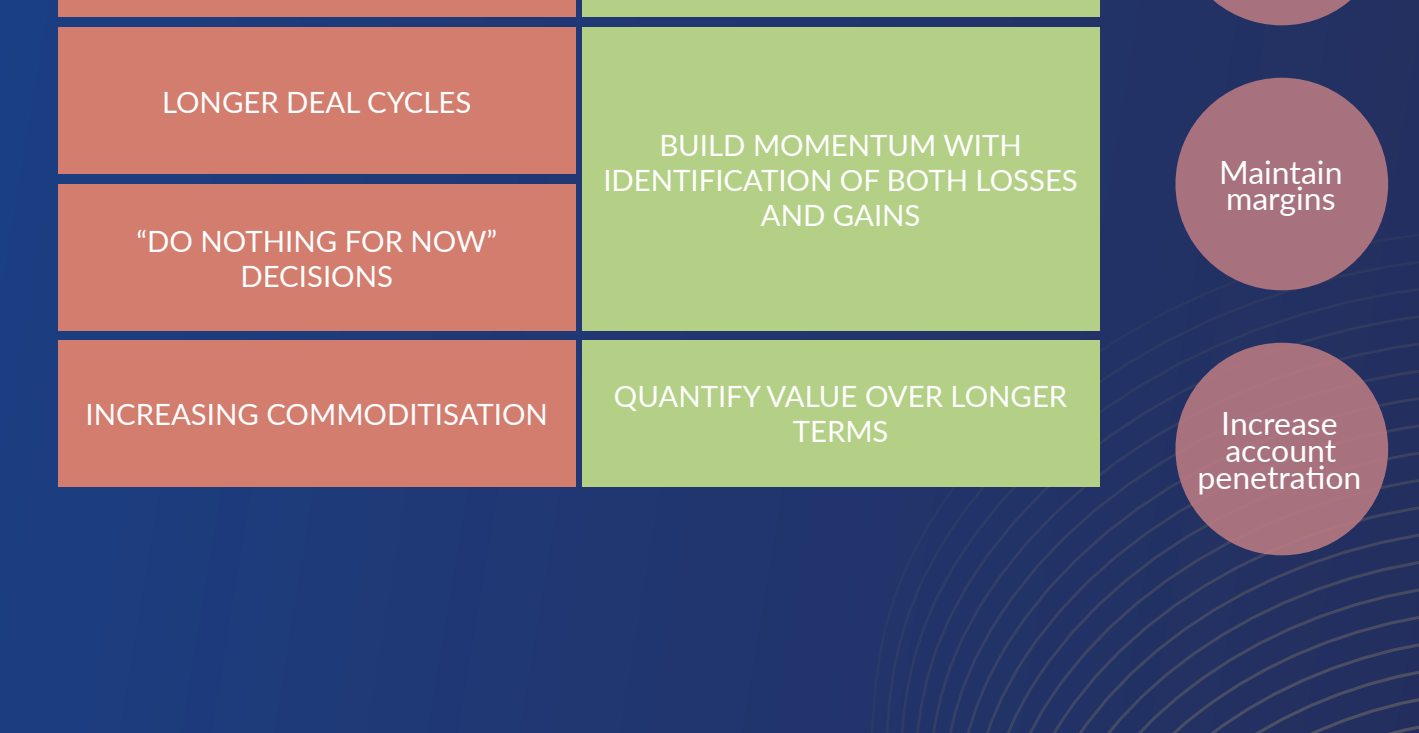
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Don't over-estimate benefits. Base them on clinical data / case studies



THE PRICE IS STILL TOO HIGH

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CONCLUSION

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Increase conversion rates

Shorten deal cycles

Maintain margins

Increase account penetration