



ValueSelling Framework[®] for Right Hemisphere[®]

SUCCESS

www.valueselling.com

“ValueSelling has meant a ton to our organization and success.”

Todd Caponi
Vice President of
Worldwide Sales

WHAT IS VALUESELLING ?

ValueSelling Associates, based in Rancho Santa Fe, Calif., is the creator of the ValueSelling Framework[®], the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped FORTUNE 1000 business-to-business sales organizations compete and win in markets crowded with seemingly similar products and services. ValueSelling Associates has maintained its position as a leader in the industry by continually evolving to meet the new challenges sales forces face. Clients turn to the experts at ValueSelling Associates for classroom training, online training and consulting services that yield immediate impact, repeatable strategies and sustainable results.

Right Hemisphere is the industry standard for Visual Enterprise solutions.

Critical Business Issues & Problems

In a year of tremendous change both internally and in the marketplace, Right Hemisphere executives identified the key business issues as the following:

- Quickly increase revenue
- Reduce the total cost of sales

Problems Obstructing Their Growth

- Sales cycles were too long and forecasting was abysmal
- The teams were positioning their solution as a one-time tool instead of the business application
- Sales lacked the skills to uncover problems that only Right Hemisphere could solve

The ValueSelling Framework Solution

Right Hemisphere implemented the ValueSelling Framework as part of their effort to revamp and overhaul all aspects of their sales process. ValueSelling enabled their sales executives to:

- Evolve the sales conversation to focus on the prospect's business issues and problems
- Link the Right Hemisphere solutions to those problems and differentiate
- Discover and connect to the business and personal value of their prospects in working with Right Hemisphere
- Deliver compelling customer presentations motivating the prospect to buy

Key Elements of the ValueSelling Framework Implementation

- eValueSelling[®]
- ValueSelling instructor-led workshop for marketing organization
- ValueSelling Framework 2-day instructor-led workshop
- Coaching ValueSelling for sales leaders
- Opportunity assessment conducted by ValueSelling Associates

Value to Right Hemisphere

Implementing the ValueSelling Framework and leveraging the expertise of ValueSelling Associates, Right Hemisphere realized significant and immediate return on their training investment. Metrics impacted by ValueSelling included:

- Significant revenue increase of 269% in the first quarter post sales training
- Average deal size more than doubled from approximately \$250K to over \$560K
- New Vertical Industry penetration by the sales organization
- Dramatic increase in forecast accuracy and reliability.