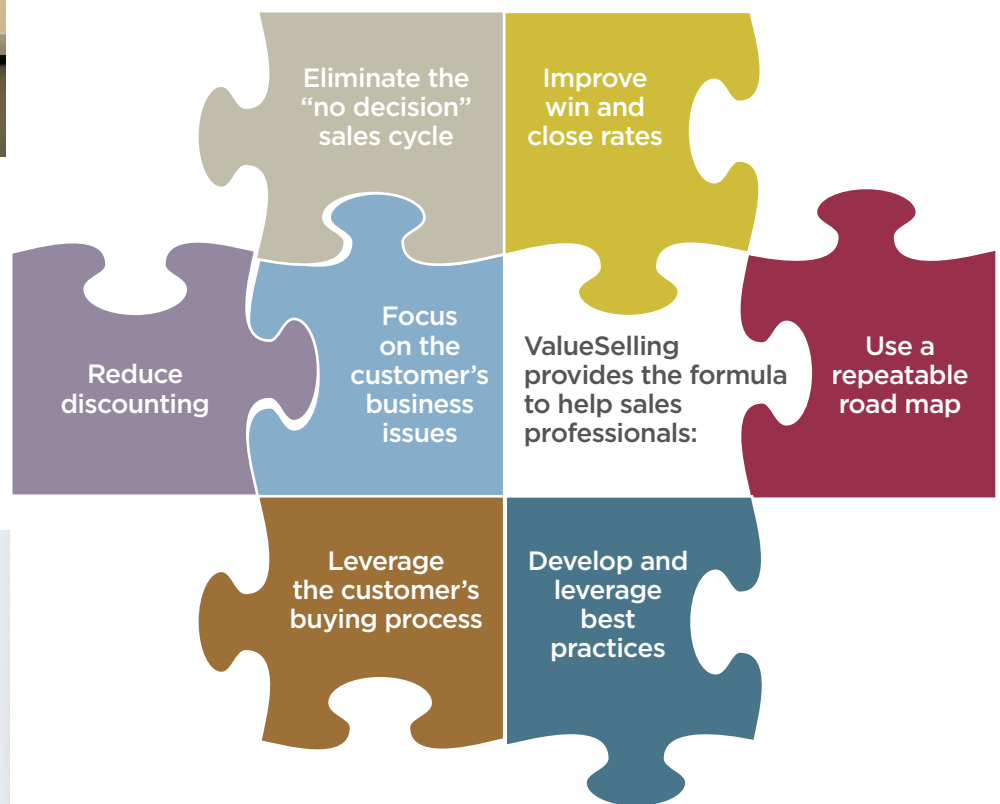


The ValueSelling Framework[®]

Our proprietary ValueSelling Framework[®] is founded on a practical, sustainable methodology that uncovers a prospect's critical business issues and enables the salesperson to link the unique value of their solution to those issues. Through personalized classroom instruction, we arm sales executives with strategies to access and dialogue with executive decision-makers, diagnose stalled decisions, increase forecast accuracy, eliminate discounting and increase deal size.



ValueSelling is a simple approach to connect to the criteria by which customers will ultimately make their decisions. By executing the steps of the ValueSelling methodology, sales executives have furthered their careers and reached higher achievement than ever before.

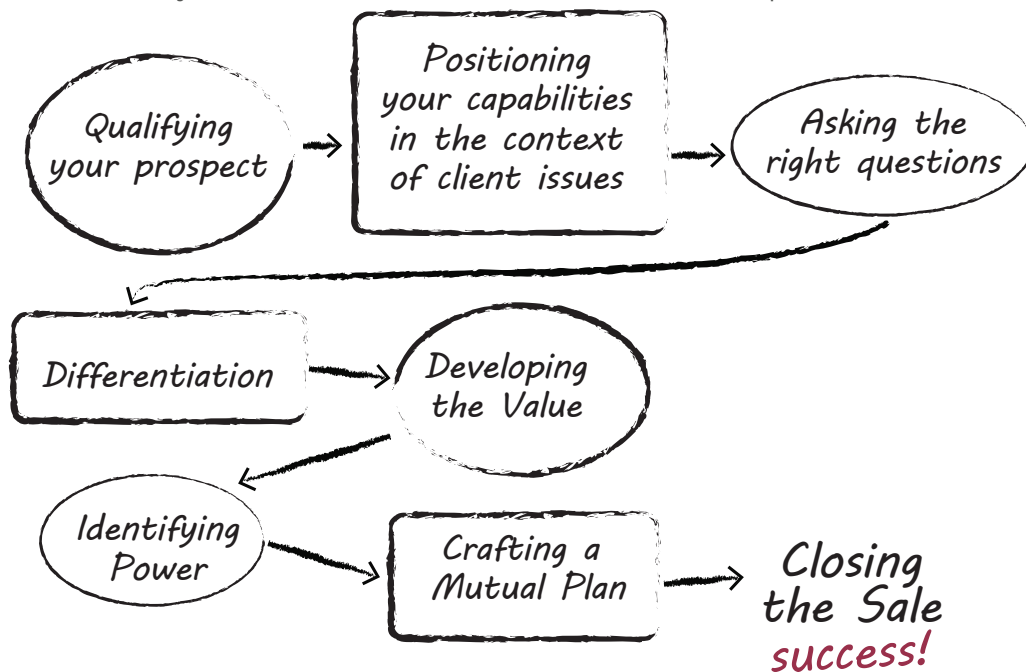


The strength in ValueSelling is that it's a sales process that can be duplicated in every complex selling situation: Business-to-business or business-to-consumer.

Here's how the process works

Based on easy-to learn, repeatable steps, we provide sales professionals with the tools they need to save time, effort and resources in all selling situations, while minimizing the risk of losing the sale or wasting time on those prospects who will never buy.

They will learn how to quickly diagnose stalled sales, increase forecasting accuracy, expand each opportunity and reduce discounting. And although the concepts may seem complex at first, the reason ValueSelling works is because it is a very simple executable and powerful sales process:



Contact us if your sales team can benefit from our powerful consistent methodology.

About ValueSelling Associates

ValueSelling Associates, based in Rancho Santa Fe, CA, is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000 companies, mid-sized businesses, to early stage startup organizations, ValueSelling Associates' proprietary sales training tools and consulting services deliver measurable results.

Clients turn to the experts at ValueSelling Associates for classroom and online training and consulting services that yield immediate impact, repeatable strategies, and sustainable results.

Visit www.valueselling.com.

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ValueSelling Associates™ The proven formula for accelerating sales results.