

VALUESELLING FRAMEWORK®

WIN MORE BUSINESS FASTER
WITHOUT COMPROMISING ON PRICE

Are your sales
conversations stalling?

Do you and your team
have aggressive sales
targets to achieve?

Are you forecasting
sales by crystal ball?

If you answered “yes” to any of these
questions, there is a solution.

The ValueSelling Framework® is a
proven methodology and simple
process that helps you and your team
achieve greater sales and revenue.

**REGISTER TODAY &
BOOST YOUR SALES
RESULTS IMMEDIATELY:**

<https://bit.ly/2MyTu0Z>

TAKE ADVANTAGE OF THIS 2-DAY VALUESELLING FRAMEWORK PROGRAM:

- Boost your sales abilities
- Turn your technical-speak into
engaging business conversations
- Differentiate on value, not price
- Ensure proven techniques are
embedded in your daily process
with follow-up coaching sessions

If you sell B2B solutions where the
value is intangible, this program is
for you.

PARTICIPANTS IN VALUESELLING PROGRAMS RAPIDLY ACHIEVE MEASURABLE

- Delivering more accurate forecasts
- Tripling qualified pipeline
- Shortening sales cycle by 30+%
- Growing average deal size by 60+%
- Doubling year-over-year revenue

Dates & Location

10/11 October – London, UK

16/17 October – Barcelona, Spain

16/17 October – Paris, France

23/24 October – Copenhagen, Denmark

5/6 November – Hannover, Germany

Leading organisations win more
business with the ValueSelling
Framework—it works.

 agillic

 emplate

 Adobe

 vmware

 servicenow

 hanzo

 Werfen

 PRIMEPAY

THE VALUESELLING FRAMEWORK PROGRAM COSTS €1,795* AND INCLUDES:

01



eValueSelling Fundamentals
eLearning course

02



2-day ValueSelling
Framework workshop

03



2-hours of 1-on-1
coaching per delegate

Contact Darren.Hill@valueselling.com or tom.miller@valueselling.com for special pricing for over 5 delegates.

*Program cost is approx. \$2,050 USD.

YOUR FACILITATORS

DARREN HILL

With more than 30 years of sales management and executive leadership experience in the technology industry, Darren Hill specialises in developing high-performance sales teams by reducing sales cycles, growing average deal size, and improving company win rates. He has led, motivated, and inspired managers and sales associates across multiple sectors and countries to adopt ValueSelling principles.

TOM MILLER

An inspiring and energetic sales leader, Tom Miller brings over 20 years of international technology experience, with world-leading vendors in IT Research & Advisory, SaaS and Media Analysis. Working with CXOs and all levels of sales leadership, he leverages the power of ValueSelling to improve business performance, drive double-digit revenue growth, and transform sales teams.

SU ASKEW

Su Askew applies 16 years of B2B business development experience to develop high-performance sales teams and maximise sales for C-level business leaders who are tasked to grow global initiatives. She has designed, delivered, and rolled out training courses for sales, enablement, customer service, product development and operations throughout Europe and the Americas.

FRANS COENEN

Frans Coenen brings more than 30 years of sales and management experience, with a strength in coaching

environments. He has a passion for working in multi-cultural environments and has been involved in international projects with clients in the IT software & services, Business Consulting, Telecom, Insurance and Pharmaceutical.

DOMINIQUE HANS

Dominique Hans offers more than 25 years of sales, sales management and senior management experience. She specialises in optimising sales performance by focusing on building effective relationships. Dominique has extensive hands-on experience in the development of new accounts and growth within existing accounts, particularly in the Manufacturing industry.

JENS LIND-WINTHER

Jens Lind-Winther guides ambitious Scandinavian-based business-to-business companies in the application and use of ValueSelling tools and methodology to execute on aggressive growth targets. His clients highlight the simplicity and customer-focused approach of the ValueSelling Framework® as major reasons for their fast adoption and measurable results.

HARALD WEBER

Harald draws on his wide background as a successful sales and marketing manager, commercial leader and business consultant to help thousands of sales and marketing leaders achieve business and professional goals. He has consulted executives at multinational organisations on complex sales in the IT software and services, engineering and business services industries.

ABOUT VALUESELLING ASSOCIATES

ValueSelling Associates, a leading global sales training company, offers a practical methodology for selling on value, not price. The ValueSelling Framework® is a proven formula that simplifies the complex B2B sale, and the Vortex Prospecting™ program provides a repeatable process that increases connections and conversations to boost the revenue pipeline. Once trained on the ValueSelling method, organisations realize immediate revenue growth and increased productivity. Since 1991, thousands of professionals around the world have chosen ValueSelling Associates for customised training, reinforcement and consulting to drive sales results.

Keep it simple. Drive results.



Both TrainingIndustry.com and Selling Power have included ValueSelling Associates on their annual Top 20 Sales Training Companies list.

Connect with us and learn more.

Email: info@valueselling.com
valueselling.com

