



Value Assessment

Leading Methodology for Selling Business Outcomes

Since its inception almost 2 decades ago, Pretium has been a global leader and innovator in teaching business outcomes-based value selling, called *Value Assessment*. Value assessment is the process of defining and articulating the business impact customers receive from your solutions. Our ***Value Assessment Methodology***, the framework for our training solutions, has been time tested and validated globally.

When you engage Pretium, you literally engage the Partners in your success. Our client centric model ensures the Partners are deeply engaged from the beginning, leading design and customization, facilitating workshops and managing reinforcement activities throughout the client relationship.

Our ***Learning by Design*** model acknowledges that learning takes place differently for each person and is most effective with a variety of learning formats and reinforcement activities. Leveraging the world leading sales talent analytics from the Chally Group, we identify your sales team's individual and group strengths and weaknesses versus the competencies that drive success in *value assessment*. That data improves training customization and instruction and provides highly focused, individualized coaching.

We focus on helping clients achieve improvements in these areas:

- Establishing a systematic approach to defining business outcomes of solutions and leveraging this in the go-to-market process: marketing, sales tools, sales process and customer business cases.
- Selling complex technology solutions that must be positioned at the executive buying levels.
- Working with customers to build a business case for investing; including, financial and non-financial value, strategic alignment, risk mitigation and return-on-investment.
- Engaging executive level decision makers and enrolling them in the sales process.
- Breaking the vicious cycle of negotiating on price and discounting.
- Shifting from product-centric selling to focusing on the customer's business results.
- Explaining benefits and return-on-investment of their solutions.
- Understanding the customer's business and how to use that information effectively.



“We deployed 'Selling the Business Impact of Solutions' to over five hundred field sales people and managers. It addressed our challenges involving gaining access, engaging executive buyers and closing more deals at that level. The sales tools that Pretium provided are extremely valuable and practical. The program has consistently received rave reviews and the ROI on this significant investment was realized many times over!”

David Levesque, Global Learning, Philips Medical Systems

Services Include

Incumbent Team Competency Evaluation

- » Assessment of the incumbent sales organization to understand their potential to perform skills and competencies that drive success for value assessment.
- » Detailed results provided in the form of individual results reports and the powerful Talent Audit summarizing the entire incumbent group.

Customization and Learning by Design

- » Our Learning Progression – use of Prewrite, live instruction, reinforcement – builds “stickability”; learning sticks with the participants.
- » Every program is customized to reflect the client’s business with specific examples, case studies, role plays and more.
- » Group strengths and weakness learned from the incumbent team assessment guide content design decisions.

Selling the Business Impact of Solutions

- » Pretium’s *Value Assessment Methodology* is taught in highly interactive, fully customized, instructor-led workshops designed around live account opportunities.

Trainer Certification and IP Licensing

- » Pretium supports customer lead deployments with trainer certification plans and intellectual property licensing

Coaching Value Assessment

- » Sales managers learn to drive success through developmental coaching techniques with an emphasis on the *Value Assessment Methodology* and value assessment *drivers* – competencies that drive successful *value assessment* performance.

Application & Reinforcement

- » *Selling the Business Impact of Solutions* Refresher Program.
- » Custom web-reinforcement and coaching programs, including 1-on-1 Coaching.

Sales & Marketing Alignment

- » Helping marketing functions align value messaging, sales tool development, sales training, corporate presentations and more to have a customer business outcomes orientation.

Account & Opportunity Planning

- » Account and opportunity planning tools that can be incorporated in Pretium’s *value assessment methodology* and the client’s sales processes.

Selected Skill Development

- » Presentation, questioning and objection handling skill modules are available.

Illustrative Examples of Pretium Partners’ Projects

- Worked with a leading software company to build value selling capabilities in their professional services team and increased billing rates by over 11%, all of which flowed directly to the bottom line.
- Partnered with a global software company to help them deploy new premium tiered service plans by enabling their contract renewals teams to help the customer understand the value of the contract offerings.
- Hired by a top-tier manufacturing company to develop a sales process with tools that enabled them to sell the value of bundled solutions.
- Helped an international medical imaging company to implement the behaviors and sales process necessary to sell to the C-Suite in hospitals and other HCPs.
- Helped a global tier two BPO company refocus their sales strategy in order to compete. Using *Learning by Design*, implemented custom *value assessment methodology* based on measured skill strengths and weakness; Realigned incumbent group putting people in roles with greatest chance to succeed.
- Designed a custom *value assessment methodology* for a global data warehousing company including IP licensing, instructor certification and support services enabling a customer managed implementation.
- Worked with a global IT company to align all sales channels on the same value selling framework and implement business case use as a core selling strategy.



About Pretium Partners

We accelerate revenue by creating and enabling the high value sales force. Our clients sell technology, software, support and professional services, managed services and outsourcing. Founded in 1997, Pretium has clients in nearly 30 countries. Founding partners Kyle Andrews and Bill Hall lead all client engagements ensuring leadership continuity throughout the life of the relationships.

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