

# Selling Value, Selling Better

Understand and demonstrate how your business' added value is relevant to buyers, and how to sell it. Gain powerful sales ammunition to give your business the edge.



• Learn • Apply • Change • Grow



---

## ➔ What will I learn?

- To understand the aim of selling value
- How your business CAN sell value
- Where you can sell added value
- How to link customers to 'added value'
- Highlight YOUR key areas to improve on & action them straight away

---

## ➔ Content

- What is selling value?
- Why sell value?
- What's important to your customer?
- How to sell your added value
- What to do to make this work for you

---

## ➔ Personal Development

Key skills that are developed during this course include:

- How to sell better

---

## ➔ Who Should Attend

Business owners and sales staff who want to gain a competitive edge, by taking a different view of 'selling'.