



Value Based Selling

Many business owners are very good at what they do but have never had formal training in marketing and sales.

In a world of rapid change, tighter margins and greater competition... it is essential that business owners dedicate time and energy to better sales and marketing processes to improve productivity, efficiency and profit.

Our Values Based Selling coaching service is designed help you to significantly improve your sales process and results. The initial extended session kicks off with a Successful Selling Presentation.

Then we'll review your current selling systems and discuss concepts and techniques to aid improvement, including:

- ✓ The difference between cost and value (how to articulate value to prospective customers)

- ✓ Great sales techniques to help significantly increase your conversion rate
- ✓ The 9 Step Proposal Writing Process and defining your Terms of Trade
- ✓ How to deal with changes in the scope of agreed work
- ✓ Your next steps to implement Value Based Selling

We'll then provide monthly coaching until you're comfortable and confident with articulating and selling value using your revised systems and processes.

Call us today if you'd like our help to increase your sales and profit margins without having to work harder.



Benefits of Value Based Selling:

- ✓ Increased efficiency and confidence in your marketing and sales processes
- ✓ Increased margin on the products and services you sell
- ✓ Clear service options and payment terms to suit your customers
- ✓ Improved proposal conversion rates
- ✓ Improved customer relationships, referrals and testimonials
- ✓ Clarity and increased team satisfaction with a clear process to follow

Value Based Selling enables you to give price certainty, confidently handle changes in work scope and eliminate fee surprises for you and your clients - reducing those uncomfortable and negative fee conversations.

Most importantly it encourages a return for you that is proportionate to the value you're adding to your clients, thus freeing up time for you to concentrate on other revenue generating activities.

Call us today if you'd like to save yourself valuable time writing proposals, increase your sales conversion rate and gain a more sustainable, scalable and ultimately saleable business.

Patrick Cracroft-Brennan FCA
Your local accountants – no matter where you are



Bambury & Co Chartered Accountants

📍 Bicester Innovation Centre, Telford Road, Bicester, Oxfordshire, OX26 4LD

☎ 01869 222830 ✉ enquiries@bambury.info

