

Value Selling Strategies



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Value Selling for CSMs



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MBA View of Sales



MBA View of Sales



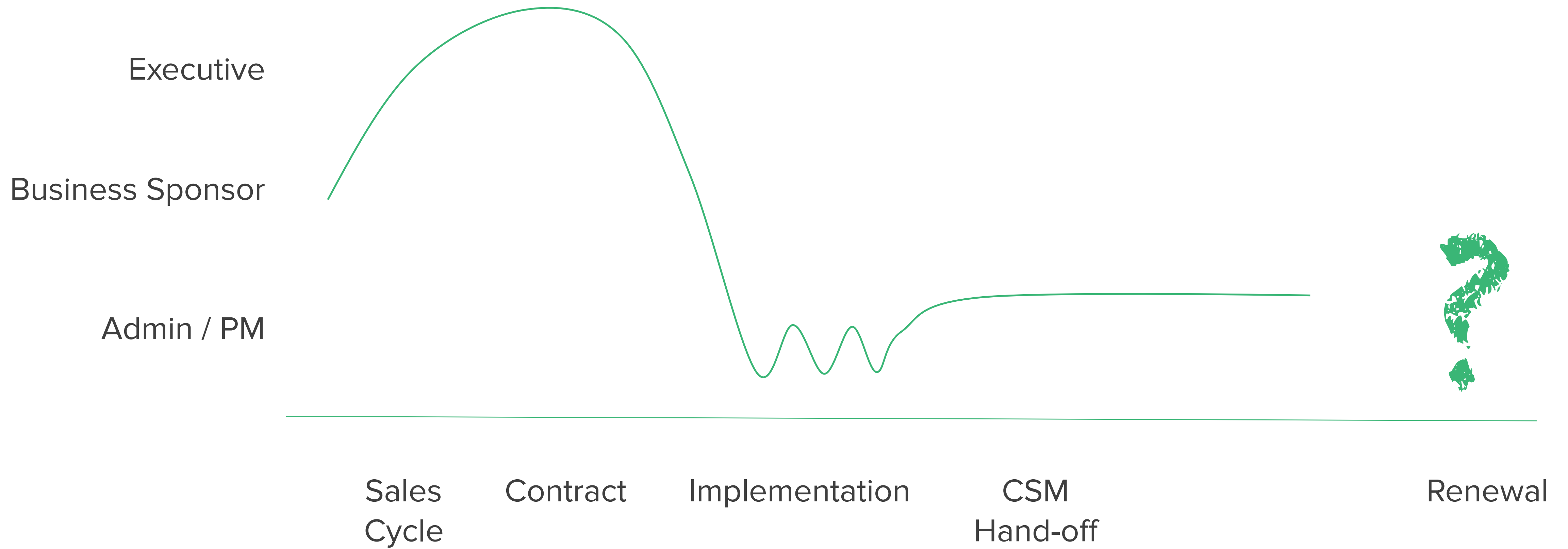
The value of an offer today is determined by the *Customer*, not by the Marketing Department.

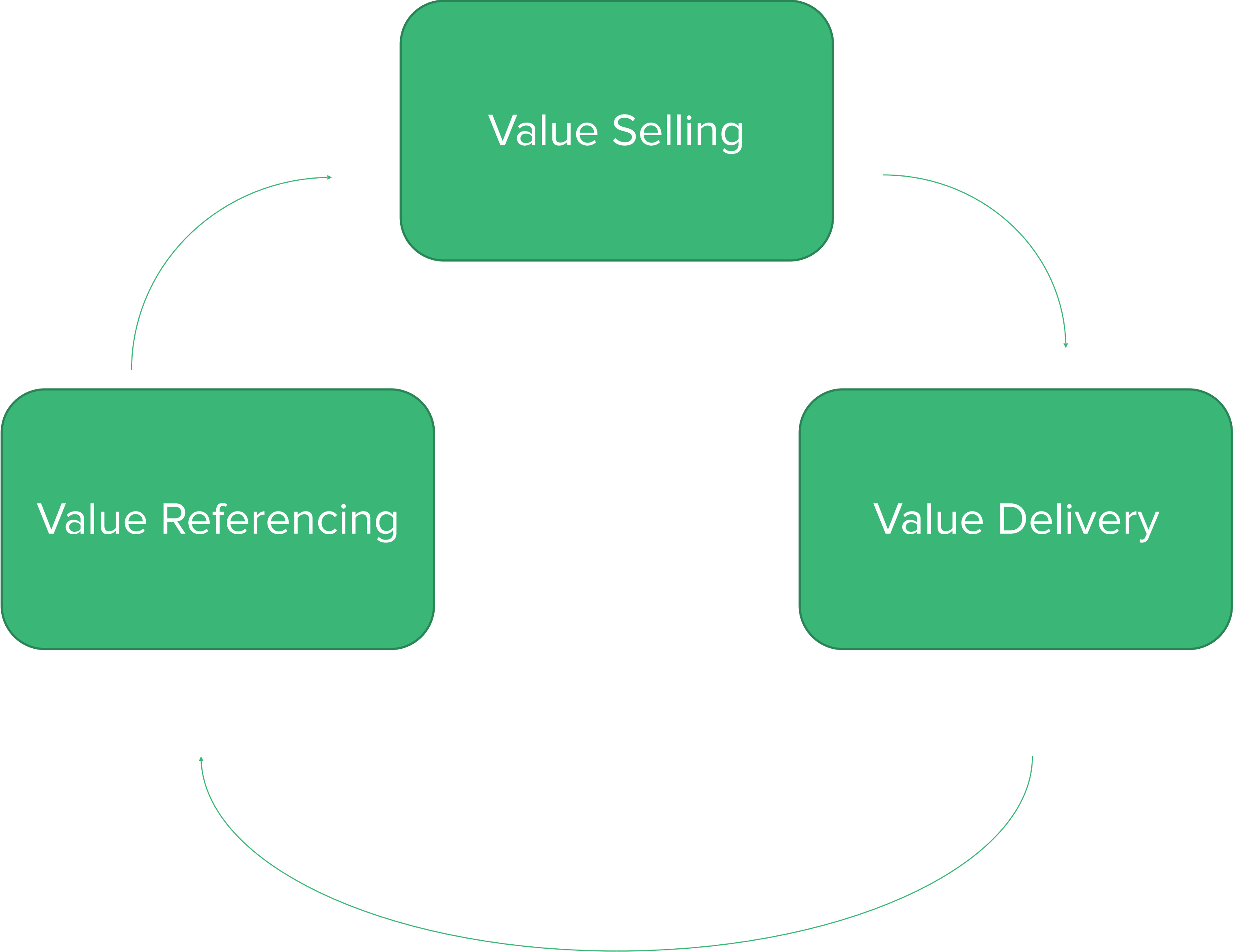


Customer Success Management:

Value Selling:

The process of understanding and reinforcing the reasons why your offer is valuable to the customer.







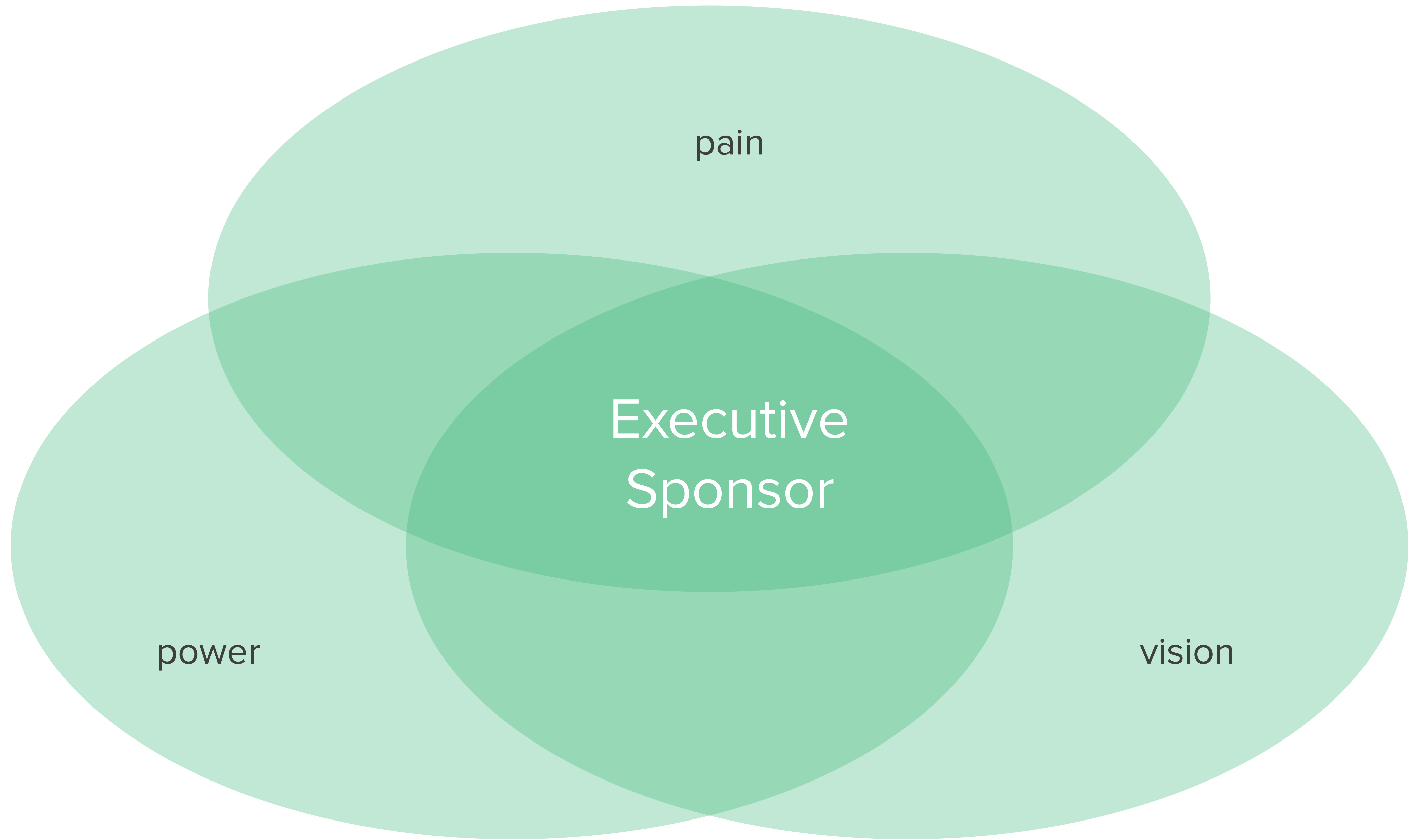
41% Increase in Qualified Opptys



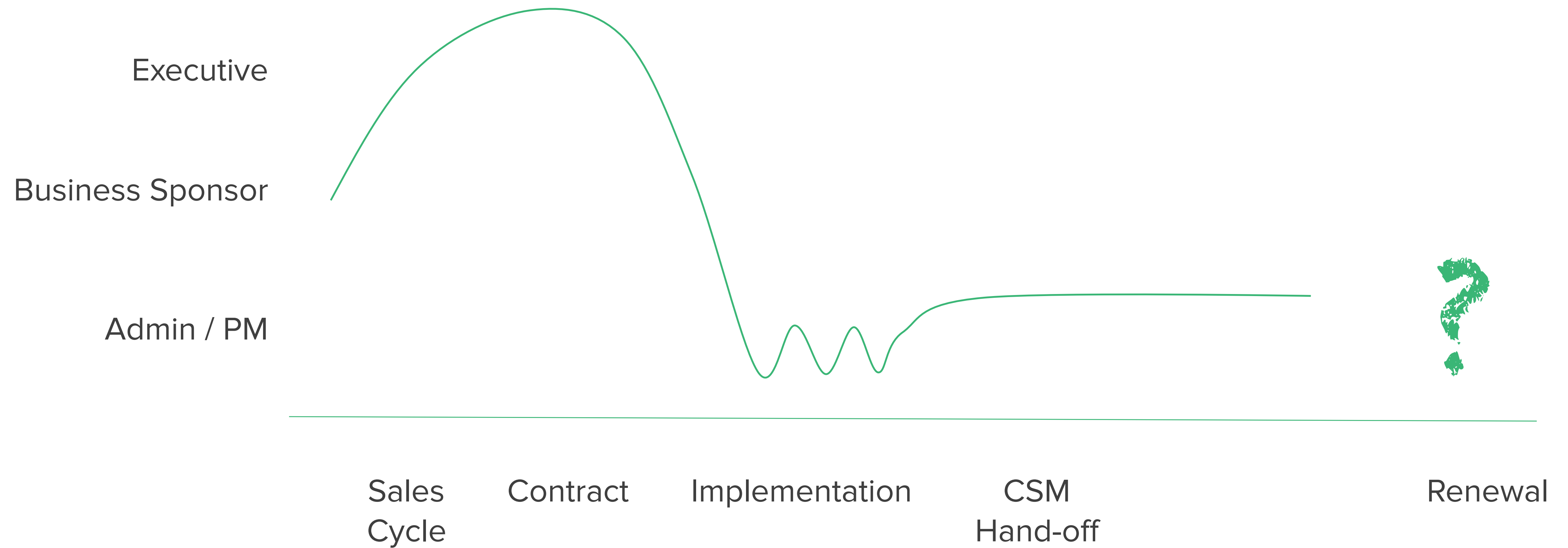
Katie Azuma
VP, Global Business Development

What would distract us from this?

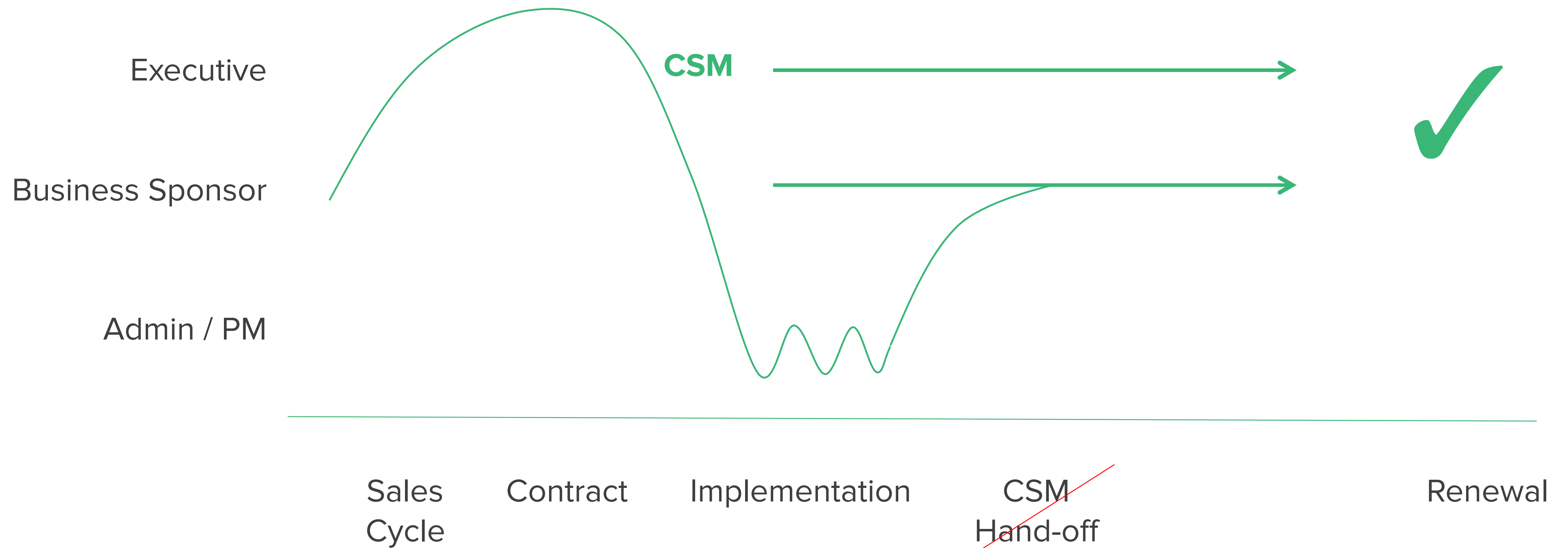
10th Floor vs. 3rd Floor



Instead of this...



This.

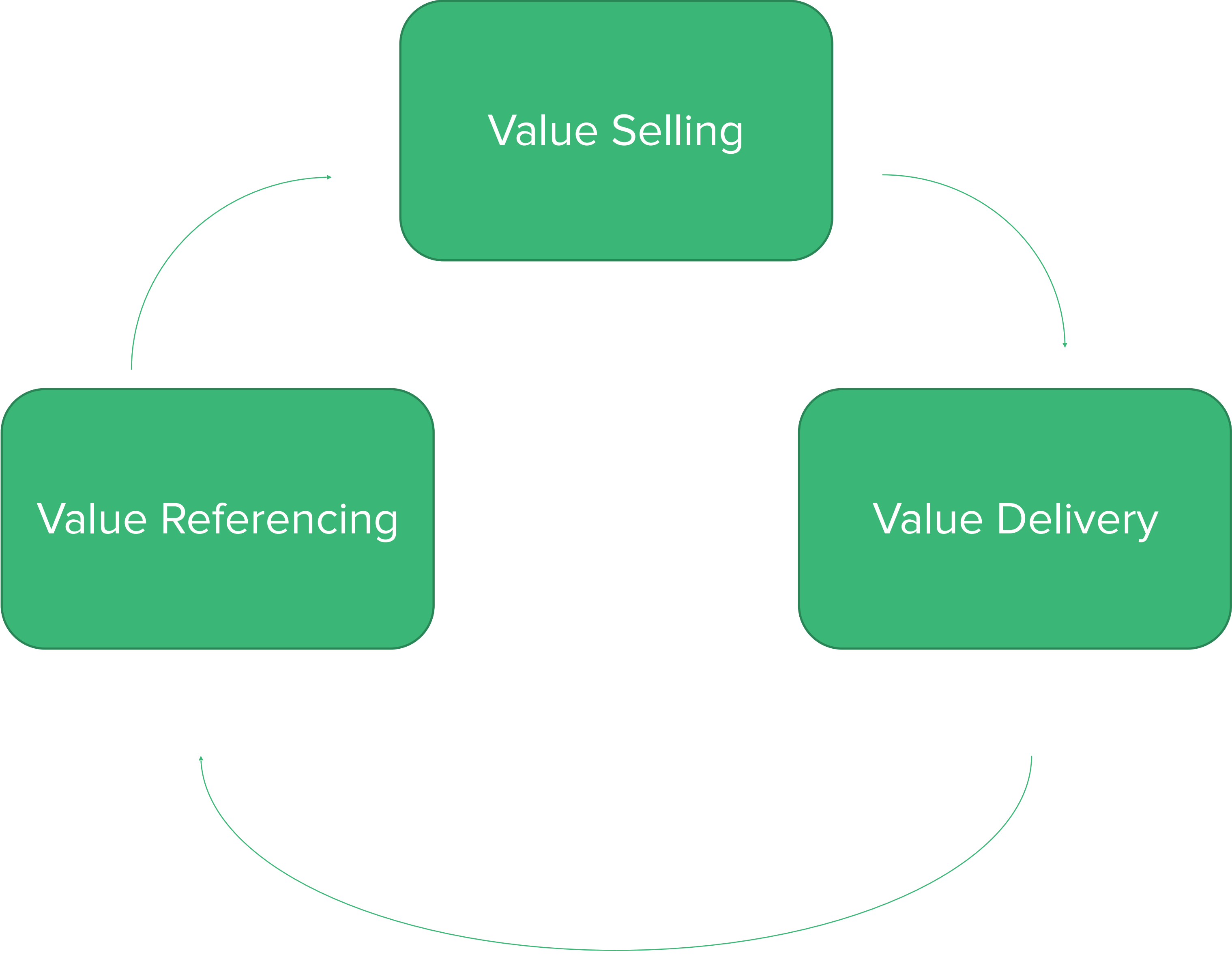




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