

VALUE CATALYST WORKSHOP

*Identify and Analyze
Customer Needs*

*Craft and Communicate
Value Propositions*

*Measure and Optimize
Sales Performance*

Workshop Deliverables

- *Develop a deep understanding of customer needs, value perception, and buying journeys*
- *Create and refine compelling value propositions that differentiate beyond price*
- *Master value storytelling, objection handling, and negotiation techniques*
- *Implement advanced selling strategies like cross-selling, upselling, and retention tactics*
- *Establish key sales performance metrics to track and optimize value-based selling*



AGENDA (3 DAYS ON-SITE OR VIRTUAL OPTIONS AVAILABLE)

3 DAY AGENDA	DESCRIPTION
DAY 1	<ul style="list-style-type: none">• Introduction to the Value Catalyst• Understanding the Customer• Building a Value Proposition• Effective “Value Catalyst” Story Telling
DAY 2	<ul style="list-style-type: none">• Effective Value Communication• Creating and Presenting Value Proposals• Handling Objections and Resolving Concerns• Negotiation Strategies for Value Sellers
DAY 3	<ul style="list-style-type: none">• Advanced Value Selling Techniques• Sales Metrics and Performance Measurements• Post-Sales Activities and Customer Retention• Operationalizing the Value Catalyst post training• Workshop Conclusion and next steps



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VALUE CATALYST WORKSHOP

Value selling is about understanding what matters most to customers and connecting our solutions to their needs. It's not just about features or price—it's about delivering real impact.

**IN THE ABSENCE OF VALUE
THE ONLY DIFFERENTIATOR IS
PRICE**

The "Three-Day Value Catalyst Workshop" is designed to enhance participants' skills in understanding and delivering customer value. It focuses on foundational elements; actionable communication and handling challenges; advanced techniques and post-sales strategies.

The workshop equips participants with tools to improve value-driven sales strategies, enhance customer relationships, and apply actionable insights for sustained success.

WHEN TO CONDUCT A VALUE CATALYST WORKSHOP?



- Sales teams struggle to differentiate beyond price
- Expanding into new markets or launching products
- Sales storytelling and value communication are ineffective
- Challenges in understanding customer needs and buying journeys
- Frequent customer objections and poor negotiation success
- Low customer retention and weak post-sales engagement
- Missed opportunities for cross-selling and upselling
- Sales performance metrics are lagging
- Mergers and acquisitions require rapid commercial integration
- Sales process and CRM usage lack consistency

REQUEST A CONSULT:
INFO@LEANFOCUS.COM

How do I get started?

**Schedule a Lean Focus
Value Catalyst Workshop**

Take the first step toward transforming your sales approach. Contact us today to schedule a **Value Catalyst Workshop** and equip your team with the strategies to differentiate beyond price, close more deals, and accelerate growth.



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