

Value Selling Process

Table of Contents:

- 1) Quotes to Know
- 2) Value Definition
- 3) Keys to Selling
- 4) Elevator Pitch
- 5) Core Purpose
- 6) Mission Statement
- 7) HBA Value Propositions
- 8) Opening Conversation Examples
- 9) Sales Process Model
- 10) Introduction
- 11) Fact Find
- 12) Presentation
- 13) Close
- 14) Repeat
- 15) Notes

Quotes to Know:

- “Price is what you pay. Value is what you get.” – Warren Buffet
- “Value-first is a perception. If your customer does not perceive it as value, then it’s not very valuable.” – Jeffrey Gitomer

Value Definition:

- The value of your solution is determined by the value to the customer of solving a problem or need.

Keys to Selling:

- Don’t just ask questions, ask better questions.
 - Questions specific to understanding **THEIR** needs.
- Always listen more than you speak (two ears, one mouth – use them accordingly in that ratio)
 - The more the customer talks, the more insight they will share on their company, their needs, and their objectives.
 - Use questions to control the conversation, don’t let the prospect control the conversation.
- Understand **THEIR** buying process.
 - What are the steps?
 - Who is involved in the decision process?

How to *differentiate* yourself

1

Ask questions with a purpose to uncover their needs.

2

Listen in order to learn more about them and their needs.

3

Understand their buying process and who would be involved.

Know the HBA's value:

Elevator Pitches

- When members of the HBA come together, it's with a shared purpose: to be a **United Force for Change**. We connect diverse groups of both women and men, across all healthcare and life science disciplines.
- By taking focused action to advance our mission, we are creating a powerful movement that directly drives professional opportunity and corporate growth.
- We believe that by joining forces in the relentless pursuit of gender parity, we are doing more than uniting individuals—we are strengthening the business of healthcare.

Core Purpose

- To further the advancement and impact of women in the business of healthcare

Mission Statement

- The Healthcare Businesswomen's Association is a global nonprofit organization comprised of individuals and organizations from across the healthcare industry committed to:
 - Achieving gender parity in leadership positions
 - Facilitating career and business connections
 - Providing effective practices that enable organizations to realize the full potential of their female talent
- The HBA accomplishes its mission through strong business networks, education, research, advocacy and recognition for individuals and companies.

HBA Value Proposition:

- **Alignment with your Internal Goals** – The HBA's mission aligns with your company success
- **Content Development** – The HBA offers a broad range of programs and education – including custom developed programs
- **Support Internal Women's Network (IWN)** – Let HBA do the heavy lifting on some of your programing goals (i.e. what is relevant to your employees will resonate with our membership)
- **Talent Recognition** – Ensure the professional women in healthcare know your company supports them (essentially getting to the point of HR recruiting and retention)
- **Opportunities for your Employees** - HBA offers volunteering roles in <insert opportunities>..... And access to leaders throughout the region

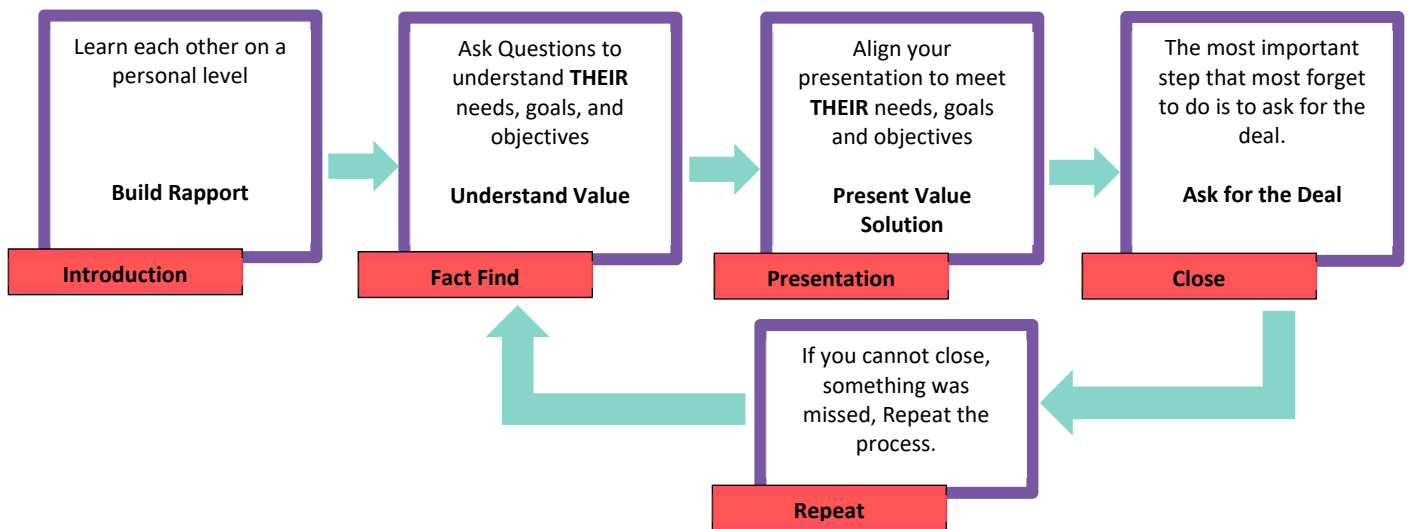
Opening Conversation Examples: (These are just examples and may be different in real scenarios)

- **Example 1:**
 - **You:** This is <Jane Doe> calling on behalf of the HBA. Is this a good time to talk?
 - **Prospect:** Yes [or NO]
 - **You:** Okay, I will be brief. I am calling because many healthcare companies are not utilizing their female talent to the fullest. There are studies that show that when more women are engaged in leadership roles, there is a direct correlation to increased profits for the companies. How are you currently showing that their voice is important within your organization?
- **Example 2:**
 - **You:** Hello <Prospect Name>. This is <Jane Doe> calling on behalf of the HBA. I know you are extremely busy, is this a good time to talk?
 - **Prospect:** Yes [or NO]
 - **You:** I want to be respectful of your time. Are you aware that women bring a tremendous value and perspective to business, specifically in healthcare? I wanted to get an understanding on what your company's initiatives are in utilizing your women leaders and attracting top tier talent to your company in order to increase your overall profitability. Would you be kind enough to tell me how you are currently utilizing the female resources within your company?

Steps to take when selling:

Sales Process:

As a CR team member, your role is to deliver value to the customer (a prospect, sponsor or corporate partner) while simultaneously selling HBA's value and offerings through the sales process:



Introduction:

- Take a moment to get to know your prospect on a personal level.
- This will help breakdown their walls and enable them to share information more freely.
- It will also allow them to see you as a person and not just a person trying to sell them something.

Fact Find:

- Ask questions in a strategic approach.
- Identify what their company is looking for in a partner, their company needs and overall objectives as an organization moving forward.
- The more they share and the details they provide, the better you will be able to align the HBA products and services to meet them.
- Use this time to understand **their** process.
- You will need to know their buying process and the people involved so you can align your sales process to theirs.
- Don't try to force them to follow your sales process, this will only hurt your chances in winning the deal. (Align your process to theirs).

Presentation:

- Present a solution, not just a list of all offerings.
- If you are able to identify products and services to meet their needs in the presentation you will increase your ability to capture them as a partner

Close:

- A simple step, which most people either forget to do or are scared to do, ask for the business.

Repeat:

- If you ask the question and it is appropriate in their buying process, and they still will not commit, then you most likely missed something. Start the Sales Process back at Fact Finding and begin to ask additional questions. Work through the Sales Process again.

Notes:

- *Understand the overall concepts contained in this document and allow the conversation to be natural. Scripts become artificial and the prospect will sense this. Be yourself.*