Value selling for complex sales

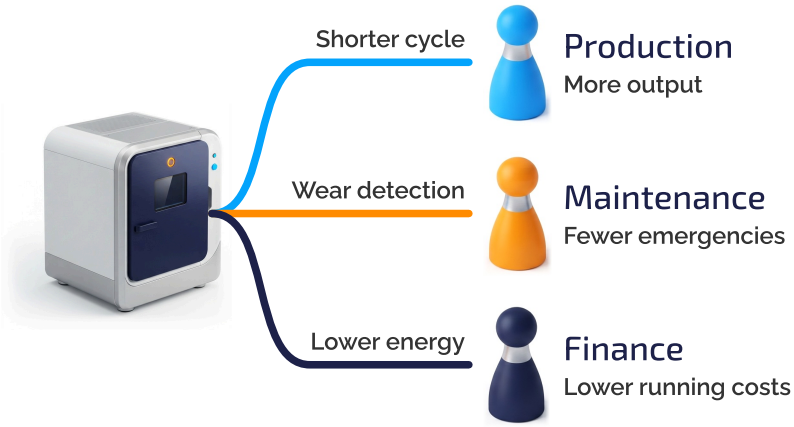
A training programme for sales teams, tailored to your products and customers, practised on live opportunities

Fringe Learning

Why

Some decisions are taken by a committee. The product is technical, the investment is significant, the process takes months, and the people around the table are measured on different things.

Any one of them can slow the decision down or stop it. Knowing the product well is essential, and the salesperson also needs to know who they are talking to: **different people buy the same machine for different reasons.**



What value selling means in this programme

Four levels of conversation, each closer to the customer's decision. The programme guides salespeople from one level to the next, up to the last.

Feature selling
What it does

"It detects wear early."

Solution selling
The problem it solves

"So you avoid unplanned stops."

Value selling

Quantified
What that is worth to this customer, with their data

"You had four unplanned stops last year. Here is what they cost, and which ones you would have seen coming."

Differentiated
What they would not get from the alternative

"Your current maintenance plan would still have missed three of them."

What builds trust is the whole chain, from the feature to the number. If a link is missing, the customer may want the benefit and still doubt that you will bring it.

The programme



1

Understand the stakeholders

Who takes part in the decision, what each one is measured on, and the fears and desires behind it.

They leave with
Clarity on what really drives the decision



2 Solution

Connect to their priorities

What your solution changes for each of them, for better or worse, and which KPIs it moves.

They leave with
The benefits that matter to each person



3 Quantified

Articulate the value

Build the chain from feature to benefit to measurable result, then practise explaining it, link by link.

They leave with
A value story they can tell, with numbers they trust



4 Differentiated

Position against the alternatives

A competitor, another technology or the status quo: what is unique, where the gaps are, how to handle objections.

They leave with
A case that holds up when it is challenged



5

Bring it all together

The whole conversation in realistic conditions: several rounds, different scenarios and objections, feedback after each.

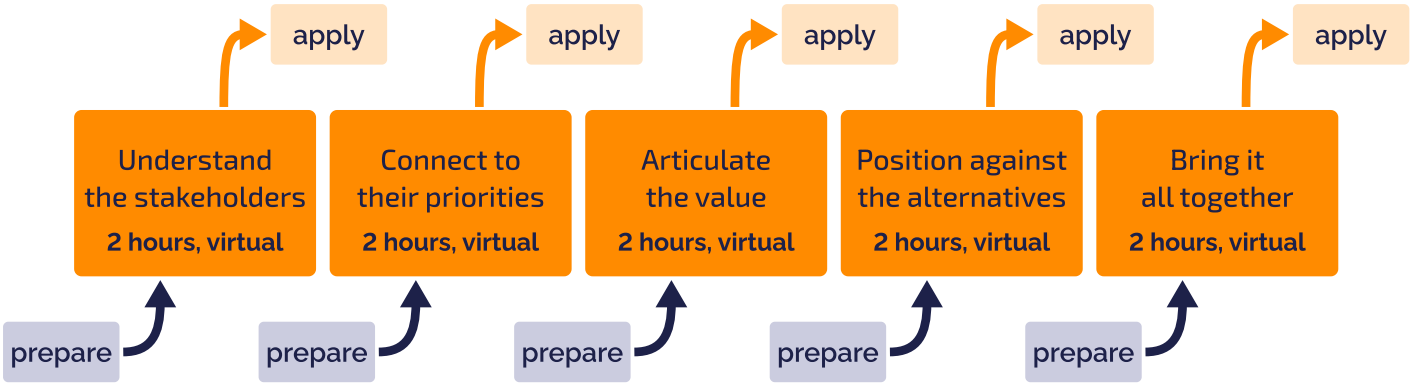
They leave with
A value proposition ready for the real conversation

How it runs

Recommended
Five virtual sessions of two hours, over about five weeks

Alternative
One and a half days, in person

Either way
Groups of 10 to 15



Prepare
The theory comes before each session: 20 to 30 minutes of videos, short eLearning and reflection questions.

Practise
The session is mostly exercises, on your products and your stakeholders.

Apply
After each session, salespeople apply it to their own opportunities.

Everyone brings one live opportunity and works on it from first session to last.

Putting it in place

Adapt	Pilot	Embed	Scale
			
The programme is tailored to your sales process, your products and what your teams find hardest: content, order, examples and cases.	One team goes first, to see quickly what works in real situations. Their feedback shapes the version the other teams receive.	Kickoff, coaching circles, practice tools: the transfer into daily work is designed with you, around your existing processes.	Team by team and market by market, with examples adapted where needed and the transfer into daily work built in each time.

Fringe Learning

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Making complex products easier to sell

Training and practice for the sales teams of industrial and technology companies. Engineering, sales and learning design come together to turn what your experts know into what your salespeople need in front of customers.

Product training
eLearning, videos and simulators, from features to benefits

Value selling
Workshops on your products, your customers and live opportunities

AI for sales
From saving time to winning more, with the tools you have