

ESTABLISHING VALUE

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Katherine Duley
Sales Concepts, Inc.
kduley@salesconcepts.com
678-624-9229 x 237
<https://www.linkedin.com/in/katherineduley/>



Andrew Sharp
Sales Concepts, Inc.
asharp@salesconcepts.com
678-624-9229 x 226
<https://www.linkedin.com/in/andrewrsharp/>

“Use Value Propositions. Make a Great Impression.”

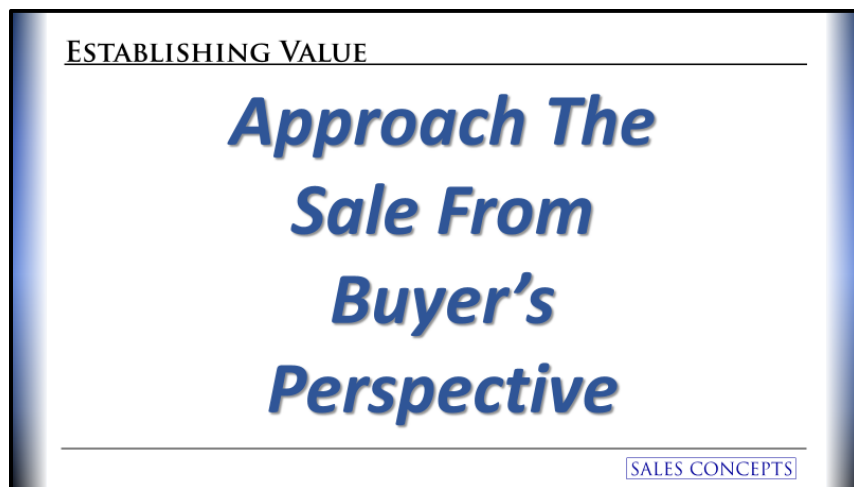
Program review notes

ESTABLISHING VALUE

Customers value different aspects of companies, products, and services. No single item universally establishes value in the minds of customers and prospects. In this session, we looked at the four types of value and how they affect customers' perceptions. We assess sources of value and build questions to determine what customers value and how to quantify it. Salespeople can use this information to maintain margins, create urgency, and differentiate themselves in their prospects' and customers' minds.




When salespeople try to pitch their products and services, we come across as “salesy” or non-caring. We begin to look and sound alike in the minds of customers and prospects. The challenge we face is to view the sale from the buyer’s perspective, not our own, but this is not natural or easy. We must slow down and ask questions.



ESTABLISHING VALUE

Nothing keeps a customer from moving forward in the sales process more than uncertainty. It kills more business than anything. We must ask the right questions to uncover the real doubts and worries prospects have. It is impossible to sell value without a complete understanding of what your prospects and customers perceive as risk, and in their minds, there is no difference between real and perceived risk. To them, it's all the same.

THE BIGGEST KILLER OF SALES EVER?



F *Fear*
U *Uncertainty*
D *Doubt*

In the mind of your prospects

SALES CONCEPTS

There is one specific question we must answer for all of our prospects and customers. The question is the same for everyone, whether you are working to sell them on a five-minute phone call or a 5-million-dollar solution. The question is “*What’s in it for me?*” You must answer this question very soon in the process, or you may lose them forever.



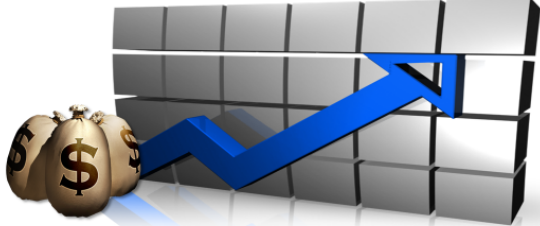
**W
I
F
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SALES CONCEPTS

ESTABLISHING VALUE

A disconnect in selling arises from the buyer's focus versus the seller's.

ESTABLISHING VALUE
***Sales People typically sell
what something is...***




***Customers typically
buy what something does.***

SALES CONCEPTS

When a person buys this, what are they buying?

CUSTOMERS BUY WHAT SOMETHING DOES.



SALES CONCEPTS

Many people would say a drill. Wise people would say a hole! Superstars would say it is what the hole does.

ESTABLISHING VALUE

What is your prospect truly after?



Maybe that drill is for someone who wants to drill holes quickly, so they can finish their project with plenty of time left in the day and focus on the hole that really interests them!



ESTABLISHING VALUE

Here are some key points to remember concerning selling value. First, you must know what it is.

ESTABLISHING VALUE

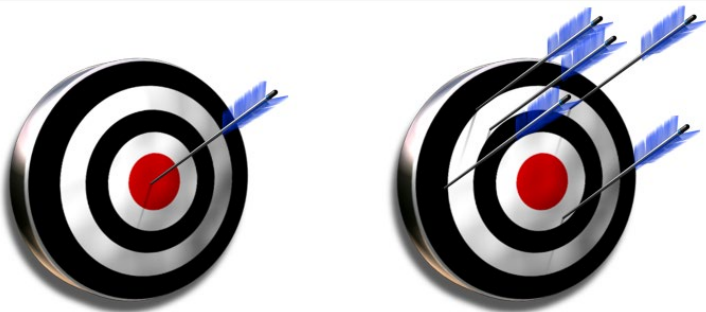
Key Points To Remember

- *Question and address your customer's needs, wants, and risks.*
- *The longest list doesn't always win.*
- *Products and Services are not that different. You and your company are.*
- *Sell benefits. Your competition is selling theirs.*

SALES CONCEPTS

When it comes to customer benefits, more is not necessarily better.

FOR CUSTOMERS



THIS **BEATS THIS**

SALES CONCEPTS

ESTABLISHING VALUE

What is value?

ESTABLISHING VALUE

Value

***Is what makes
it worth the
price.***



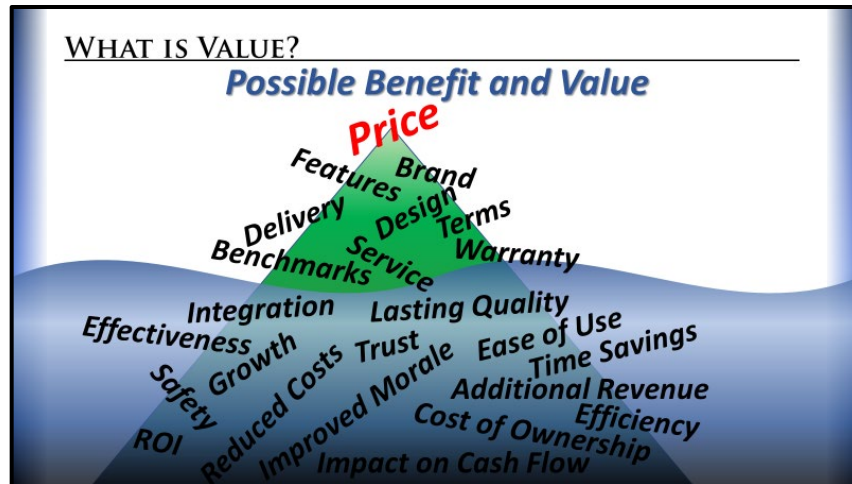
SALES CONCEPTS

The image is a graphic with a blue gradient border. At the top, it says 'ESTABLISHING VALUE' in a small, black, sans-serif font. Below this, the word 'Value' is written in a large, bold, blue, italicized serif font. Underneath 'Value', the phrase 'Is what makes it worth the price.' is written in a smaller, bold, blue, italicized serif font. To the right of the text is a stack of five gold bars. At the bottom right of the graphic, the words 'SALES CONCEPTS' are written in a small, black, sans-serif font, enclosed in a thin black rectangular box.

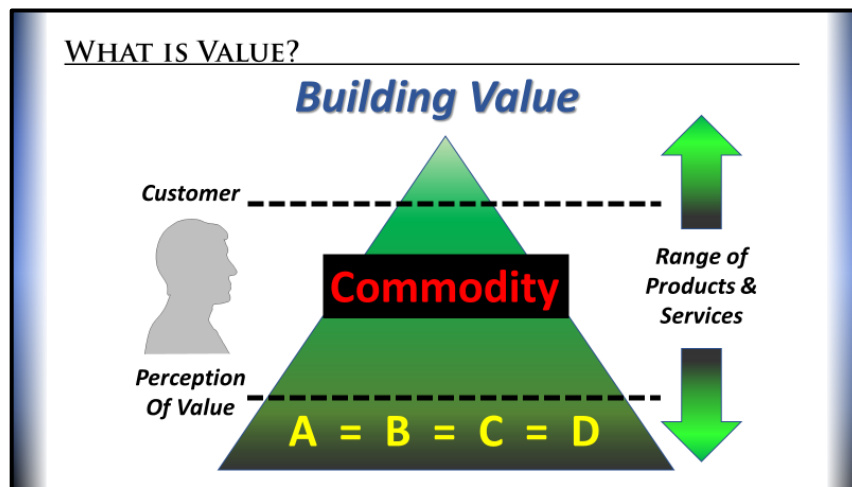


The top of an iceberg is what the prospect sees of you and your company. The things that are easy to see or find out, with or without you, are at the top of the iceberg.

ESTABLISHING VALUE



What is under the water line is not intuitively obvious. You must make sure the customer understands what is under the water. Your job is to show prospects and customers what is not so obvious. If you are higher-priced, explain why you are worth it. They must see value from their perspective. Customers' perceptions of value can vary widely across products and services. An implementation plan is vital.

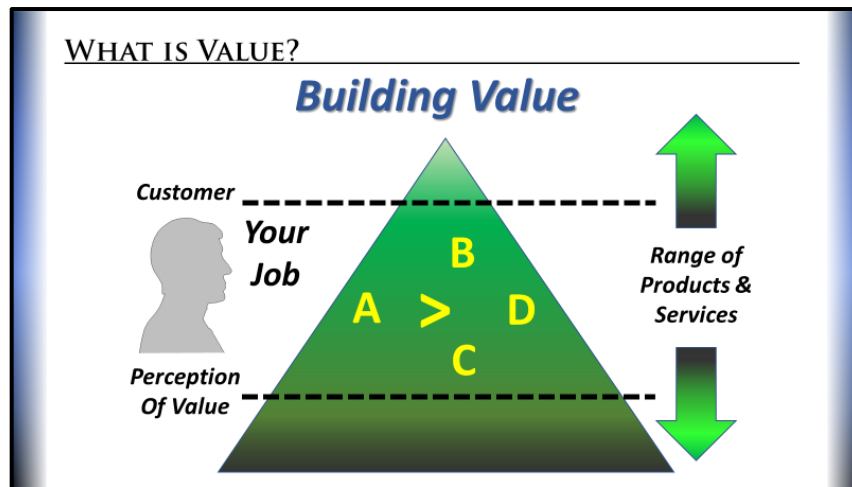


If product $A=B=C=D$ in every respect—function, quality, feeds/speeds terms delivery, service then you have a commodity and the only differentiator is price. There are other companies that do what you do. Your job for the most part is to work in this arena where several products can perform the same function. Your job is to understand the customer's needs and to build a solution so that the customer perceives A to be better than B, C, and D.

ESTABLISHING VALUE

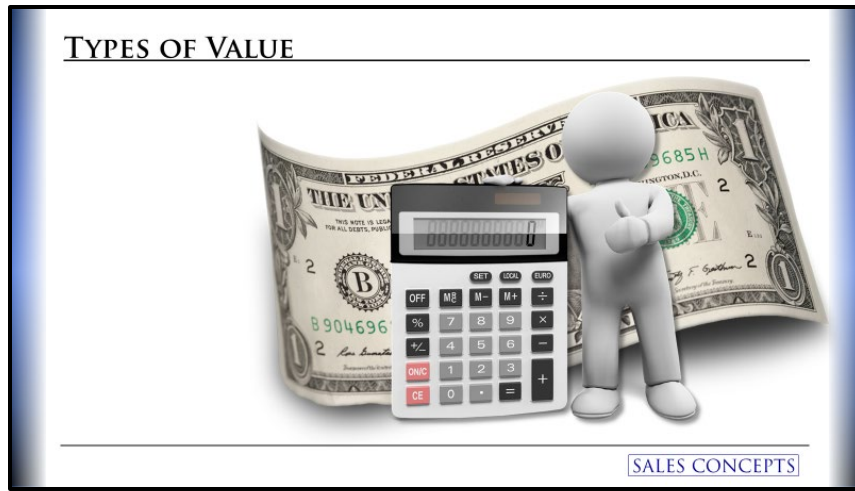
Perceived value is reality in the customer's mind.

If no one has the product you have, you have a tremendous advantage, but only if the customer perceives it as valuable. You have a significant sole-source advantage, not a product, but you.



Uncover specific needs by asking questions. Do not treat assumptions as real. Ask questions. The more specific you can be, the better off you are. Start matching what you have to what the prospect or customer needs. The greatest enemy of excellence is good. If you are happy with good, you will never achieve excellence. Uncover essential specific needs.

ESTABLISHING VALUE



There are four primary sources of value we can rely on when working with customers. They are as follows.

TYPES OF VALUE

- **Functional Value**
 - This type of value is what a solution does, it's the core reason a customer must have or use this solution. Functional value is often necessary for survival and in terms of straight worth these forms of value could be considered priceless and pre-empt other of forms of value.
- **Monetary Value**
 - This is where the price paid is relative to perceived worth. This value invites an opportunity cost between other values and monetary costs. This is the type of value we typically think of and use to justify costs.
- **Social Value**
 - The extent to which a product or service allows the consumer to connect well with others or improves corporate image.
- **Psychological Value**
 - The extent to which a product allows prospects or customers to express themselves or feel better.

SALES CONCEPTS

ESTABLISHING VALUE

Functional Value **This type of value is what a solution does, it's the core reason a customer must have or use this solution. Functional value is often necessary for survival and in terms of straight worth, these forms of value could be considered priceless and pre-empt other forms of value.**

Equipment, Property, and Operations Essential to Provide Core Business
Replacing Damaged Facilities or Equipment
Salaries of Key Personnel
Meeting Regulations Compliance with Laws

Monetary Value **This is where the price paid is relative to perceived worth. This value invites an opportunity cost between other values and monetary costs. This is the type of value we typically think of and use to justify costs.**

Saves Money	Saves Time
Makes Money	Reduce Costs
Reduces Effort	Streamlines Processes
Reduces Risks	Integrates
Increases Productivity	Organizes
Improves Quality	Reduces Mistakes or Failure
Improves Cash Flow	Return on Investment
Saves Energy Usage	Increases Variety
Simplifies	Automates
Reduces Personnel	

Social Value **The extent to which a product or service allows the consumer to connect well with others or improves the corporate image.**

Creates Goodwill	Rewards Customers
Affiliation	Improves Public Relations
Informs	

Psychological Value **The extent to which a product allows prospects or customers to express themselves or feel better.**

Credentials	Increase Overall Comfort Level
Reduces Anxiety	Design Aesthetics
Therapeutic Value	Nostalgia
Promotes Hope	Provides Motivation
Positive Morale	Promotes Wellness

This list is by no means exhaustive. There are quite possibly other items your customers and prospects may value. Be creative. Don't limit yourself to what this list contains.

ESTABLISHING VALUE

Value Source

Value Proposition

Target (*Name, Title*)

Value Questions

List questions to discover if this is something your prospect or customer values.

1.

2.

3.

Quantification Questions *List questions to financially quantify any values discovered.*

1.

2.

3.

ESTABLISHING VALUE

We use these sources of value to build questions. Here is an example of how to create value questions using the example of a drill as we mentioned earlier.

THE PROCESS OF ESTABLISHING VALUE

- **Value source:** Financial Value – Saves Money
- **Value proposition:** Our drill bits may last up to 6X longer
- **Target (Name, Title):** Plant Manager
- **Value Questions**
 - *List questions to discover if this is something your prospect or customer values.*
 - 1. How long do your drill bits currently last?
 - 2. How long does it take to change drill bits?
 - 3. How often do you have to order new drill bits?
- **Quantification Questions**
 - *List questions to financially quantify any values discovered.*
 - 1. How would having drill bits last longer impact your operations?
 - 2. How would not having to change drill bits as frequently affect productivity?
 - 3. Have you ever run out of drill bits and what happened when you did?



SALES CONCEPTS

Ask the Value question to determine if you have buy-in with this area. Ask the quantification questions to establish value and create urgency.

The following slide provide tips on how to create and use value propositions.

ESTABLISHING VALUE

- Understand your value propositions
- Build a customer value model.
- Ask questions to determine what drives value for the customer or prospect.
- Ask questions to quantify financial aspects of each value.
- Ask questions to establish the urgency of each value relative to other options.



SALES CONCEPTS

ESTABLISHING VALUE

ESTABLISHING VALUE

How to create a value proposition.



1. Determine the most important, unique benefit you have to offer your customers.
2. Write it. Make a coherent statement of 20 seconds or less.
3. Ask yourself upon completion, 'Would this cause someone to continue a conversation with me, see me, or return my call?'
4. Make certain the most important aspect of your benefit is near the beginning.



SALES CONCEPTS

ESTABLISHING VALUE

Value Proposition. . .

- Must be specific and relevant
- Must be unique, differentiating your company, product or solution.
- Cover only one thought or concept.
- Must be quantifiable.
- May apply to a company or product.
- Provide a definable benefit for the prospect. Answers the question "What's in it for me?"

SALES CONCEPTS

ESTABLISHING VALUE

HOW TO CREATE A VALUE PROPOSITION

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[SALES CONCEPTS](#)

HOW TO USE A VALUE PROPOSITION

- Do not assume that your prospects see the value in your value proposition. Confirm they do. Validation is critical.
- Ask to confirm you have buy-in.
- Make sure they tell you they value it.
- Work to get them to quantify the impact with either time or money. Have them share that with you.
- Ask more questions.

[SALES CONCEPTS](#)

ESTABLISHING VALUE

THE PROCESS OF ESTABLISHING VALUE

Revision Guidelines...



- What's your most important point?
- Where is it?
- Take your name out; put theirs' in.
- Is the statement still true?
- What can you say that no one else can?
- What can you do that no one else can?
- Sound like a human being!

SALES CONCEPTS

THE PROCESS OF ESTABLISHING VALUE

Remember...



- It's all about them, not you.
- Make a personal connection.
- What are you really offering?
- Be specific.
- Help them make the leap.
- Put the most important thing first.



SALES CONCEPTS

ESTABLISHING VALUE

THE PROCESS OF ESTABLISHING VALUE

Your value proposition should...

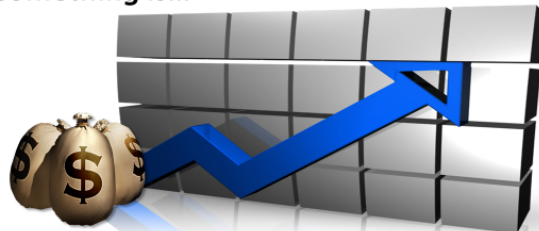


- Include your personality.
- Be unique.
- Be repetitive – 8 call system.
- Be concise, one thought or concept.
- Answer the question “So what?”
- Not sound like “salesy”.
- Lead to something quantifiable.
- Establish value.

SALES CONCEPTS

ESTABLISHING VALUE

***Sales People typically sell
what something is...***



***Customers typically
buy what something does.***

SALES CONCEPTS

ESTABLISHING VALUE

Make a memorable impression with relevant value propositions.



Katherine Duley

Sales Concepts, Inc.

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678-624-9229 x 237

<https://www.linkedin.com/in/katherineduley/>

Andrew Sharp

Sales Concepts, Inc.

asharp@salesconcepts.com

678-624-9229 x 226

<https://www.linkedin.com/in/andrewsharp/>

*Please be sure to follow Sales Concepts on LinkedIn for more tips
and ideas.*

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