

# Selling Value in Uncharted Waters



**How to compete against the competition which might have a lower price without giving up on your price.**

**Moore Power Sales  
is offering a  
COMPLIMENTARY  
Live Stream**

Our Thursday Open Enrollment Session for April 23<sup>rd</sup> will dive into the aspects of:

- **What it really means to sell value**— whose definition of value really matters? Not yours! Unless we can have our prospects define what value means to them, our definition is worthless. What do they do to hide this?
- **What it really takes to sell Value** – it takes a selling process that is geared to uncover the value as defined by our prospects. Many salespeople push their view of the value they bring and it is a total disconnect. We must have a disciplined process that allows us to get there.
- **What skills we need to really sell our value** – we need the Value Seller Competencies all the time, but now they are simply vital. You'll be surprised at what these are.

The goal of this session is for us evaluate what we each must do, *right now*, to fill our sales pipeline with qualified opportunities, or at least the beginning stage of some qualified opportunities. As things open up, we need to be prepared for:

- ✓ Strong price pressure – “*We need to cut costs.*”
- ✓ Resistance to meet in person – “*We’re not seeing anyone yet.*”
- ✓ Put Offs – “*That project has been pushed back.*”

Live Stream Event

## Value Selling in Uncharted Waters

April 23, 2020

9:00 – 10:00 AM EDT

<https://attendee.gototraining.com/r/5388701396476710402>

After registering you will receive a confirmation email containing information about joining the training.

This is our outreach to our fellow business owners and professionals to SELL our way back to prosperity. We need to unite as a community of Selling Professionals to learn, support and prosper together.

We'll look at the key aspects of selling value in general, and why it is vital now.