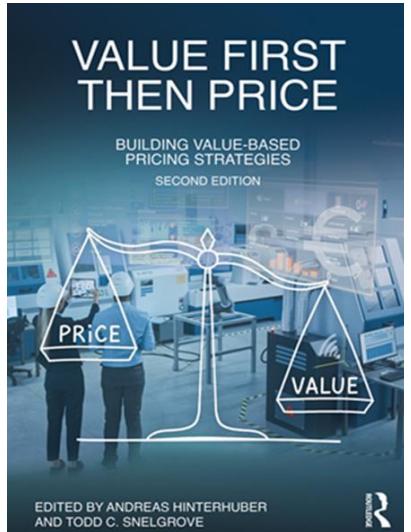


How do you Sell, Market, and Price for the Value You create

EXPERTS IN VALUE



[Value First Then Price](#) - link



Does your company create and deliver value in the products and services you deliver to customers? Do your sales teams sometimes have a hard time getting customers to want and be able to pay higher prices than your competitors? If so invest 2 hours to learn about the best practices companies have taken to communicate and price for the value they deliver.

[Value First Then Price](#) #1 book in Sales on Amazon March 2024 – buy a copy and bring it to have it signed.

Todd is the founder of [Experts in Value](#), a consultancy that helps companies sell, market, price, and negotiate based on measurable value delivered. Todd is now a Fractional VP of Sales for small and mid-sized companies supported by [Sales Xceleration's](#) tools and methodologies.

Todd is the former Global Vice President of Value Advisory with over 20 years' experience being the team leader on understanding, presenting, calculating, pricing, and purchasing on Total Cost of Ownership (TCO) or Total Profit Added™ (TPA™) for SKF. Todd, a Certified Sales Leader (CSL), helps companies understand, quantify, price, negotiate and sell based on best value not lowest price.

Work has been featured in numerous publications from leading business schools and scholarly reviews published by Harvard, MIT Sloan, Case Western, Wake Forest, Journal of Revenue and Pricing Management, London Business Press, Routledge, and others.

Todd leads sessions on selling, pricing, and communicating value at Executive MBA courses at Harvard USA, IMD Switzerland, Kellogg USA, ESADE Barcelona, University of Tennessee USA, University of Macquarie Australia, and London Business School.

An energetic presenter for associations such as Manufacturers Alliance, Strategic Account Managers Associations, Certified Purchasing Professionals Association, Institute for the Study of Business Markets, and many more.

Todd also received a "1 of 50 best sales practices" by Strategic Account Management

Acing Value-Based Sales

To get the best returns on innovative products, collaborate with customer define and share the commercial opportunity.

Marco Bertini, Oded Koenigsberg, and Todd Snelgrove • May 22, 2024

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[MIT Sloan Management Review 2024](#), Bertini, Koenigsberg, Snelgrove

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Wednesday July 10th, 2024

5:30 Appetizers and Cocktails

6:00 – 7 Presentation

7 - 7:30 Networking

Motor City Granite and Cabinets

34 N Broadway St

Lake Orion, Mi, 48362

Sponsored By Lake Orion Chamber of Commerce Member Todd Garris and [Motor City Granite](#)



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