

Value Based Sales Training Course

Drive Team Excellence with Expert-Led Corporate Training



The Shift to Consultative Partnership



Traditional Selling

Pushing products and services, generic presentations, and price-focused negotiations.



The Value-Added Method

Shifting perspective to act as an advisor, analyzing buying paradigms, and mapping the critical buying path.



Sustainable Growth

Building solid customer relationships based on trust, mutual benefit, and tailored solutions.



Core Program Specifications



16 - 24
Hours



Instructor-led
Group Training



Virtual,
On-site, or
Off-site



10,000+
Trainers
Globally



Course
Completion
Certificate

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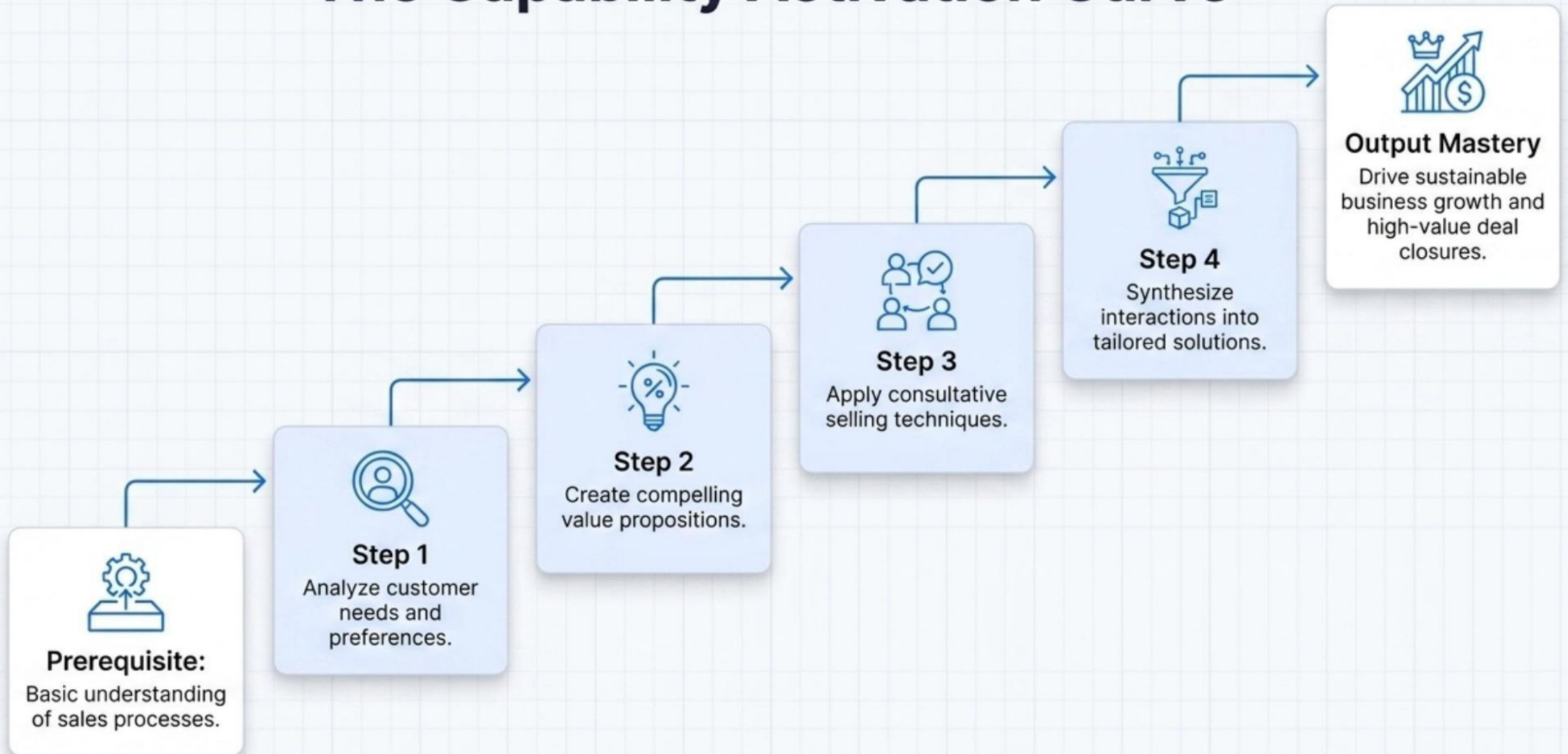


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The Capability Activation Curve



Three-Phase Transformation Framework

Phase 1: Foundational Philosophy

Modules 1 & 2

Establishing the value-based methodology, mindset, and understanding price dynamics.



Phase 2: Strategic Buying Alignment

Modules 3 & 4

Mapping the critical buying path and executing high-value target account selection.

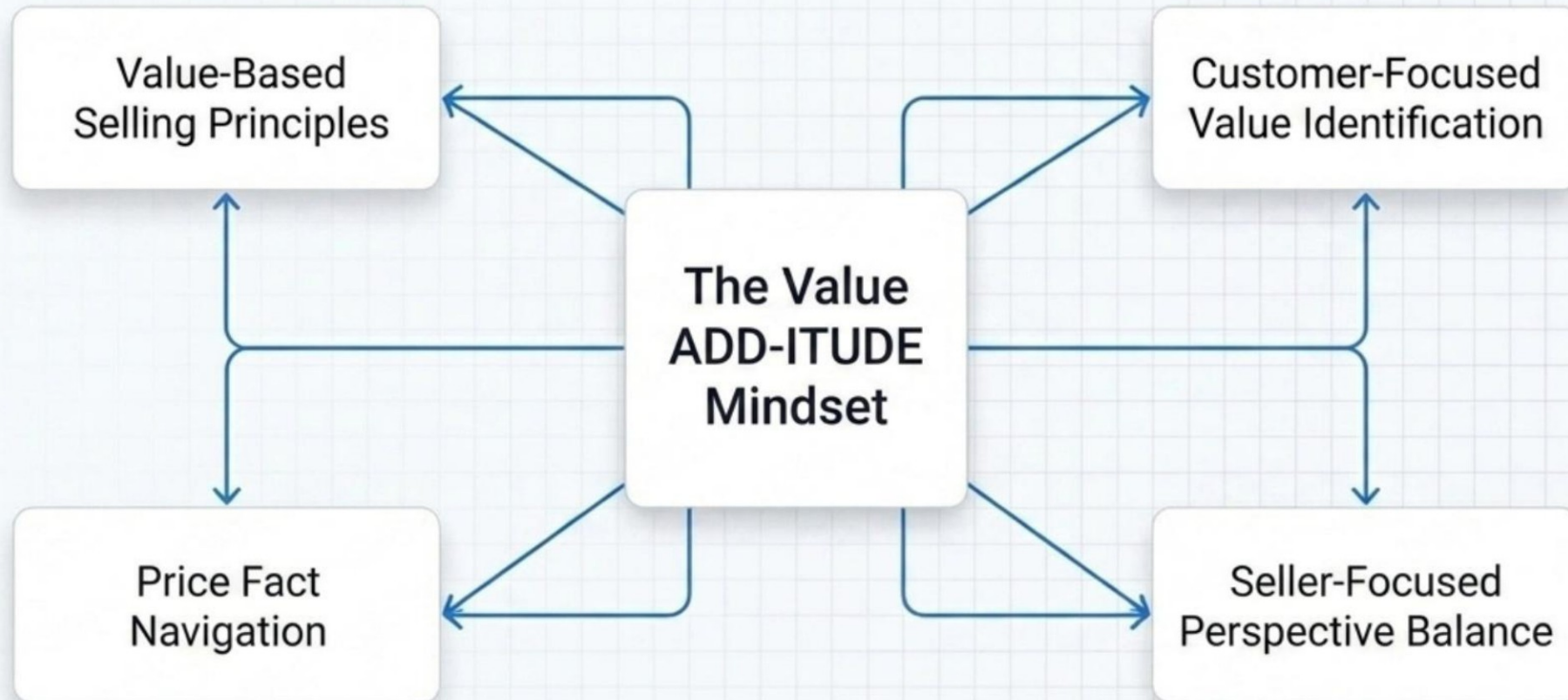


Phase 3: Execution Tactics

Modules 5 & 6

Implementing value-added strategies, canvassing, presenting, and handling objections.

Phase 1: Foundational Value Philosophy



Phase 2: Strategic Buying Alignment

Top Path
Traditional

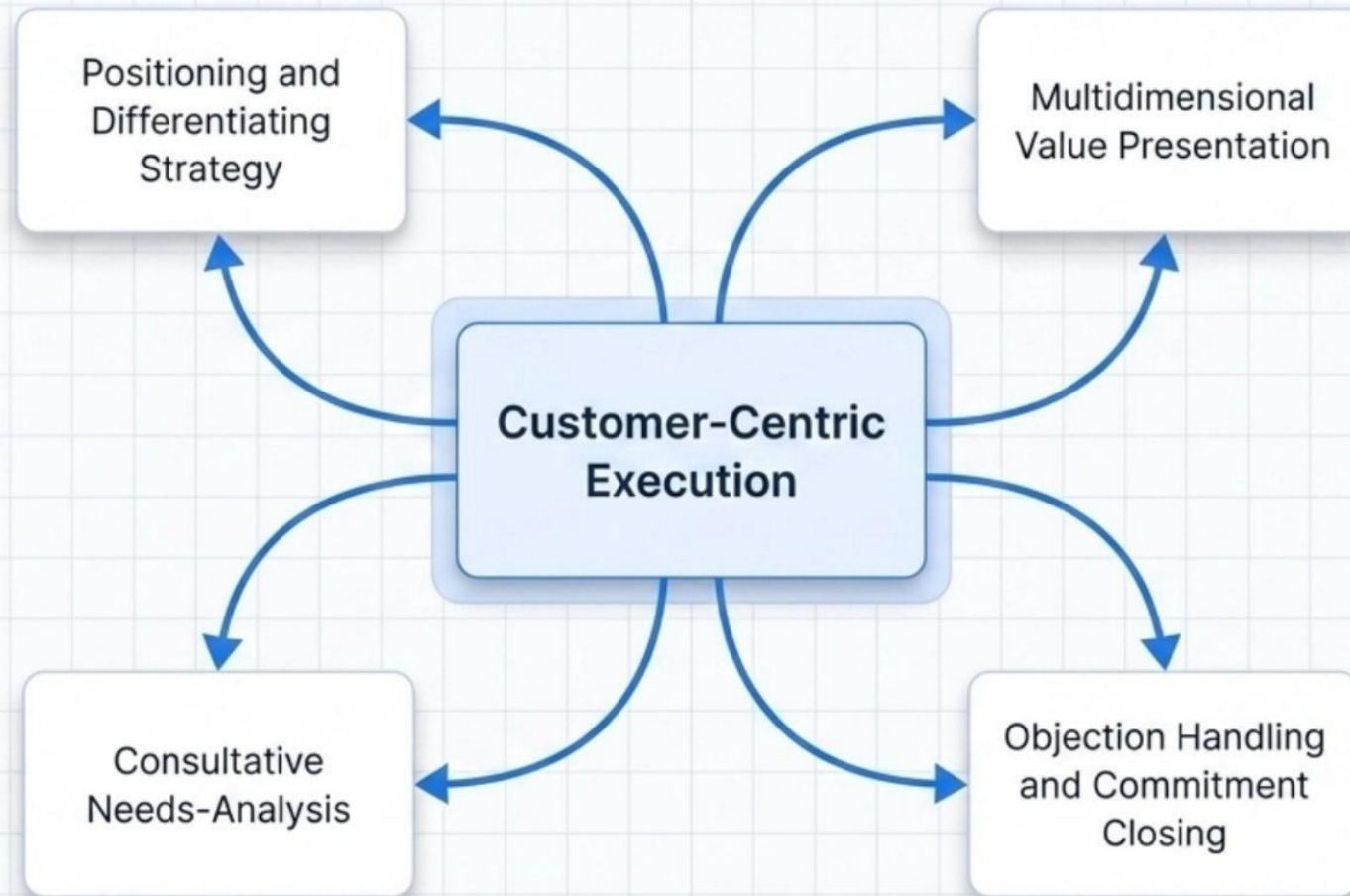


Bottom Path
Course-Enabled



- ✔ Buying Behavior Models
- ✔ Profit Piranha Identification
- 📈 Account Penetration Rules
- 👤 Level I, II, and III Decision Makers

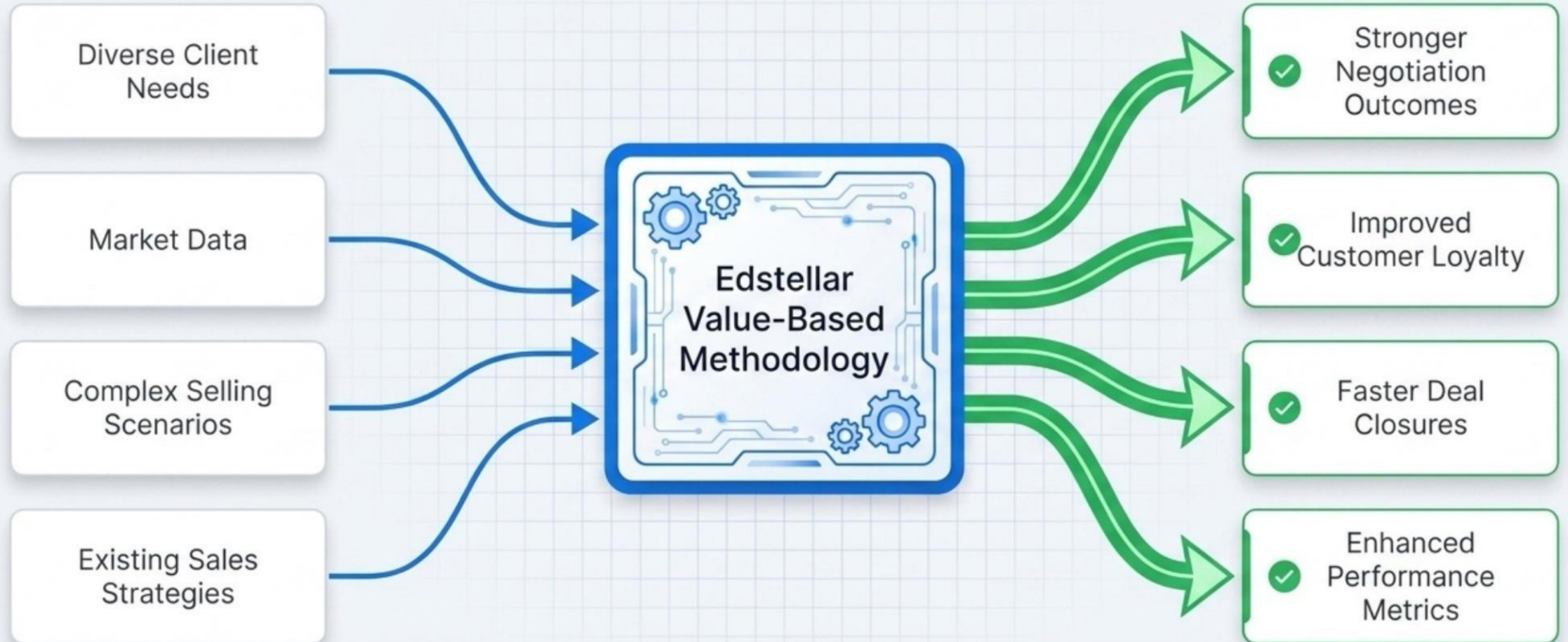
Phase 3: Execution Tactics and Strategies



The Value Proposition Alignment Matrix

Organizational Challenge	Strategic Focus	Tactical Solution
Price Resistance and Budget Constraints	Maximize Perceived Value	Implement Value Reinforcement Messaging
Disconnected Customer Relationships	Cultivate Trust and Mutual Benefit	Apply Consultative Needs-Analysis
Inconsistent Sales Quality at Scale	Develop Market Savviness	Standardize Account Penetration Rules

The Value Creation Integration Engine



Target Audience Alignment



Flexible Enterprise Delivery Modalities



Virtual Live Instructor-Led

- High-quality training anywhere.
- Uniform learning outcomes.
- Seamless schedule integration.



On-site

- Immersive in-house experiences.
- Tailored workplace environment.
- Enhanced team collaboration.



Off-site

- Distraction-free environment.
- Dedicated schedule for focused learning.
- Improved team bonding.

Proof of Impact

"This Value Based Sales course provided our team with comprehensive ROI demonstration capabilities we immediately put into practice. As a VP of Sales managing complex strategic selling projects, the methodologies significantly enhanced our delivery capacity. Our department achieved a remarkable 50% improvement in operational efficiency metrics."

Daud Mahmud

VP of Sales

A major strategic sales development company

Scalable Global Execution Capabilities

**100+
Countries
Reached.**



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**10+
Languages
Available.**



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Accelerate Your Sales Excellence Today



Provide your teams with the frameworks needed to drive real learning outcomes and build future-ready, consultative sales forces globally.

contact@edstellar.com