

# ENABLE YOUR SALESPEOPLE TO SELL VALUE & DIFFERENTIATE YOUR OFFERING



"Ditch the Pitch & lose fewer deals to no decisions by having Business Conversations"

**InsightDemand**  
More Insight • More Change • More Revenue

At the 1.5-Day "Sales Messaging Workshop", we will help you customize your unique sales message so that your Salespeople are able to "sell the problem before the solution". Without this step, your offering will remain valueless because Buyers will not recognize that they have a problem worth fixing.

By having Business Conversations that link your capabilities to Customer pain points, your Salespeople will now be able to sell value and differentiate your offering instead of pitching product and reducing price.

It's based on the same programs used by: IBM, Microsoft, Google, Oracle, Xerox, PWC Hitachi, HP, Bank of America, NCR, Time Warner, PS, Citibank, Avaya, Verizon etc.

"I thought it was very valuable...  
everyone got a lot out of it."

Tammie Jackson, Dir. of Sales, Transunion (\$1bn+ Rev).

"It's a whole other take on how to get the right answer. And as a result, we're getting better answers. So by thinking through who the target customer is and really understanding what they care about. And then how to connect it to our value proposition, there is magic there that I don't think we would've gotten unless we would have approached it the way that you've lead us through the process."

Holly Pauper, Dir. Marketing, Communications, Planning, Eaton Corp. (\$14bn Rev).



## ➤ D.O.A

But even if your Salespeople can effortlessly link your capabilities to your customer's pain points, they can still show up dead on arrival because the last thing overwhelmed Buyers want is another project.

So, how do you ensure that your message gets past the Buyer's defensive wall and is heard?

Well, like a Trojan horse, we suggest putting your message inside a series of mini stories. These stories work because they present a scenario that allows your Buyers to draw their own conclusions. Without feeling pressured, Buyers can now relax and listen to your message.

## ➤ "Don't case studies do this?"

Case Studies are conversation killing monologues that flood the Buyer with too much information whereas StorySelling is limited to short bursts of insight that prompts conversation. Case Studies are also too focused on product proof vs. selling the problem before the solution.

## ➤ Faster & more effective:

Won't it take months to develop all of this content? No, with the right people onboard from Sales, Marketing and Product Management, you can get the first draft done in 1.5-days.

After years of experience, I've got it boiled down to 7-easy steps and 10-preprinted worksheets that I will help you populate. The result is that we can help you get it done faster, easier and better than trying to do it yourself.

## ➤ Win/Win

Our program can be sales methodology neutral and comes with a 100% satisfaction guarantee. So, what do you have to lose?



**Michael Harris:** With a graduate degree in Finance and 12-years on Wall Street, I have learned how to build business value. I then ran a finance company that grew to 125 employees and \$250 m in sales and it was here I learned the power of loading the lips of your salespeople with the right messages. I then worked as a Business Partner at a Solution Selling Sales Training company and, after 5-years, I refined the totality of my many years of experience and formed Insight Demand.

Insight Demand shows your Salespeople how to overthrow the status quo and win more business by helping your company to craft the right sales message and then train your salespeople how to deliver it so that your message is heard and acted upon.

Call Us: 416-203 7227

[mharris@insightdemand.com](mailto:mharris@insightdemand.com)

[www.InsightDemand.com](http://www.InsightDemand.com)

## ➤ Next Steps:

:: Visit our web site & watch the videos 'Sales Messaging Workshop' & 'StorySelling vs. Spray & Pray'

:: Call or email to discuss further & book your 1.5-day 'Sales Messaging Workshop' so that you can help your salespeople to sell more by becoming more.

**InsightDemand**  
More Insight • More Change • More Revenue