

# Course : Selling value creation to customers

*Practical course - 2d - 14h00 - Ref. CVC*

*Price : 1280 € E.T.*

This training course will enable you to grasp the concept of value creation and integrate it into the sales process. You'll learn how to highlight value-creation axes in your sales talks, build sales pitches along these lines, and provide figures.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify potential vectors for value creation
- ✓ Establish a strategy to apply them to a specific customer
- ✓ Knowing how to co-produce this value with him
- ✓ Build a differentiating argument through value creation
- ✓ Conducting interviews to facilitate value creation

## Intended audience

Sales directors and managers, account managers, company directors, Key Account Managers, sales people.

## Prerequisites

Experience in BtoB sales and/or commercial negotiation is required.

## Practical details

### Hands-on work

Exercises and role-playing. Individual and group reflection. Workshops. Role-playing.

## Course schedule

### PARTICIPANTS

Sales directors and managers, account managers, company directors, Key Account Managers, sales people.

### PREREQUISITES

Experience in BtoB sales and/or commercial negotiation is required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding the concept of value creation in sales

- Identify the three levels at which value creation takes place.
- Discover the power of "pain".
- Analyze the value creation cycle: investigation/cross-checking/transformation.
- Moving from value creation to value co-production: trust/suggestion/adherence.

### Group discussion

Discussions on the concept and areas of value creation.

## 2 Conduct a sales meeting conducive to value creation

- Prepare and conduct the survey.
- Draw up a checklist of data to be collected.
- Identify potential vectors for value creation.
- Identify key ideas and learn how to exploit them.
- Conducting a survey: questioning techniques.

### Exercise

Identify value-creation vectors. Draw up a checklist of media and players. Interview "conduct survey".

## 3 Moving from value creation to value enhancement

- Know the rules for validating information.
- Use the feature/benefit/customer benefit cycle.
- Help the customer sell value to his internal customer.
- Build a business case based on value creation.
- Enhance value creation in your presentation.

### Exercise

Construct a sales pitch based on real cases proposed by participants. Exercise: presenting the sales pitch to a customer. Personalized advice.

## 4 Measuring value creation

- Encrypt the elements of [[bargaining]] and the objects of negotiation.
- Integrate the "price of pain".
- Integrate these elements into the sales proposal and negotiation.
- Establish a subjective scale for non-quantifiable elements.
- Learn to reason from the notion of "lack".
- Establish the "cost/benefit" balance of the change.

### Exercise

Quantifying value creation. Final workshop: exchange between participants and development of an individual action plan.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 28 May, 8 Oct.

### PARIS LA DÉFENSE

2026 : 28 May, 8 Oct.