



## Winning in a Value-Driven Economy

By Ron Snyder

You've already:

- Cut all the expenses you could.
- Focused on satisfying the needs of your current customers.
- Identified new markets/segments to expand into.

### What else can you do in today's value-driven economy?

Make sure your target prospects "get" your value!

### How do you do that?

#### 1. Get through to your highest-payoff prospects

- Generate clear target prospect criteria and ensure all sales and marketing efforts are focused on those prospects that will most value your solution.
- Ensure the sales team is equipped to identify target prospects quickly and be very credible with them.
- Use new software tools to conduct automated lead ranking, rule-based lead flow and tracking.

#### 2. Clearly articulate your value

Revitalize your value proposition, ensuring it has the following characteristics:

- Attention-getting  
How do you set your offering apart from the rest? Use something unexpected!
- To-the point  
Make it simple and concrete. So many value propositions are either too complex, claim too many value points, are esoteric or in techno-speak.
- Credible  
How can you make your audience believe the claim- amidst all of the hype? Refer to a respected expert, the reader's own experience or a metaphor they relate to.

#### 3. Sell your value

- Train your team to ask probing questions to identify buyers' critical needs you meet better than your competition and to demonstrate the impact of solving these problems.
- Make sure hard-hitting white papers, ROI calculators, web-base videos, etc. are at their finger tips ready to send to an interested party.
- Implement targeted nurture marketing campaigns regularly via you marketing/sales force automation tools so you are top of mind when the buyer is ready to buy.



# Breakthrough, Inc

*Accelerating Revenue Profitably*

## About the Author

Ron Snyder

President of Breakthrough, Inc.

As a sales and marketing consultant, for the past 19 years, Ron has helped companies dramatically improve their sales and marketing results in complex selling environments. Results include:

- ◆ Achieving sales targets
- ◆ Generating qualified leads
- ◆ Improving conversion rates
- ◆ Accelerating sales process velocity
- ◆ Controlling costs of sales and marketing

He has worked with industry leaders, such as HP, Cisco Siemens, Philips, Alliance Imaging, Synopsys, and rapidly-growing companies such as NetSuite, Zeus Technology and Zonare.

Prior to that, in his 11 years at HP, Ron was consistently recognized as a top performer in sales, marketing and management roles related to medical, computer and software solutions.

