



We drive local economies

**STOP SELLING,
START SERVING**



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Who is this for?

*If you struggle with pricing your products
and services*

.....

*You find yourself justifying invoices even
though it's the right solution*

.....

*You struggle to establish realistic
marketing budgets in the first place*

.....

Who is this for?

THIS SESSION IS FOR YOU.

*If you struggle with pricing your products
and services*

*You find yourself justifying invoices even
though it's the right solution*

*You struggle to establish realistic
marketing budgets in the first place*

At the end of the session you'll have...

1

Understand Value Selling to help you
determine realistic marketing budgets

.....

2

A framework to help you serve
clients from the first interaction

.....

3

Empower yourself with solution freedom by
leveraging a *marketing retainer*

.....

Different Selling Strategies

A few examples of selling models

1

Example #1 - Product Selling Model

Product > Cost > Price > Value > Customer

Example #2 - Value Selling Model

Customer > Value > Price > Cost > Product

Example #3 - Product-Led-Growth Selling Model (try before you buy)

Product > Value > Customer > Cost > Price

Product Selling Model

Product > Cost > Price > Value > Customer

Jim Salesperson



Taylor Businessperson



Here's an example situation:

- Once of Jim's clients referred Taylor
- Created a snapshot report of the business in advance
- Has a good sense that they need some help improving their reputation (*3.6, google*) and social (*no posts*)
- Taylor needs a website.
- Jim justifies a holistic solution, upselling other services
- Jim digs a hole... Deeper... Deeper.

Let's put ourselves in the shoes of Taylor Businessperson.
How would this make you feel?

But was Jim Salesperson wrong?

- ✓ He did his homework, and had good insight into deeper issues
- ✓ Recognized their issues were larger than just a website, even thinking of the customer journey.
- ✗ He made a lot of assumptions.
- ✗ He didn't really address the original concern.
- ✗ He got no additional clarity about the problem at hand.
- ✗ Thought more about his *perceived higher value solution*. But.. Was it the right solution?
- ✗ Completely hinged on the product features, to address a problem without any true understanding.

The result?

- Would you have purchased from Jim Salesperson?
- Potentially damaged relationship with the referring client.

Product Selling Model (example done poorly)

Product > Cost > Price > Value > Customer

Amateurs prescribe,
Experts diagnose

Value Selling Model

Customer > Value > Price > Cost > Product

Jim Salesperson



Taylor Businessperson



Value Based Selling Approach

- One of Jim's clients referred Taylor
- Created a snapshot report in advance.
- Addresses the original concern, establishing the "why"
- Listening to the major concerns, determining issues:
 - Brand perception
 - Increased competition
 - Demand increase incoming, they're unprepared.
- Summarize key issues and reframe the issue.
 - Am I understanding correctly, or do we need to circle back?

Framework for Value-Selling

Steps to sell based on value – patience is key!

2

0. Understand the true problem at hand and establish expertise.
1. Determine the desired future state.
2. What does success look like?
3. How would we measure success?
4. Determine price as a fraction of outcome – will this price actually drive to the goal?

But what was different?

- ✓ He did his homework, and had good insight into deeper issues... **But didn't take it at face value.**
- ✓ Recognized their issues were larger than just a website, even thinking of the customer journey.
- ✓ **Asked questions to gain clarity on the real issues, building trust.**
- ✓ **Diagnosed the issue, so he could describe a treatment plan and prescribe a solution set at a price point reasonable to the goals.**

1. Reiterated the *actual* problem, got confirmation and buy in.
2. Established the desired future state. (*I want to be a top competitor in my local area*)
3. What would success look like? (*Having more services in time for the busiest season of the year*)
4. How would success be measured? (*50% more services would be \$XX,XXX / month*)
5. Anchor price using the desired measured outcome. Scale accordingly. (*Spend \$Y,YYY / month*)

Value Based Selling Model

Customer > Value > Price > Cost > Product

Marketing Retainer Model

Lends well to Value Selling

3

Marketing Retainer Model, typically one line item on invoice, paid monthly.

- Fluid budget empowers you to flow wholesale costs as needed.
- Allows you to develop expertise as it typically requires heavier involvement.
- Constantly re-evaluating to determine the largest impact drivers.

Comments or Questions?