



WHAT ARE YOUR SOURCES OF VALUE?

Successful Sales Professionals Sell on Value

Successful sales professionals sell on value, not price, and utilize all the *sources of value* that their company, products, and services can provide to customers. Let's begin with a brainstorm activity and discussion about your sources of value.

Brainstorm List and Group Discussion

Part 1: Other than price, list below the sources of value that your company and your products/services can provide to new and existing customers.

Individual Answers:

From Group Discussion:

******Stop here. Do not do Part 2 yet******

Part 2: Which of the above items _____ you? Circle those sources of value. Focus on these _____ when you speak with customers.