

Understand How Your Value Proposition Strategy and Tactics Unfold During the Buying Process



Improve Performance.
Drive Revenue.

About The Naro Group

The Naro Group specializes in helping technology companies capitalize on their investment in sales process and sales training. Contact Jim Naro, President, by email at: jnaro@TheNaroGroup.com.

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By Jim Naro, President of The Naro Group

The value proposition is a collection of multiple tangible and intangible ways a company provides value. As a buying journey unfolds, successful salespeople will make the prospect aware of all the different aspects of the value proposition. For example, the successful sales person will find the right time to demonstrate how you are known for customer service and yet another time to discuss your unique product attributes.

However, salespeople are not always effective at communicating their companies' value proposition to their customers, at the right time, thereby stalling opportunities. Notably, as the number of sales enablement tools proliferate, when and how people use specific tools becomes more inconsistent and disconnected from important aspects of the value proposition.

Despite its importance, rarely is the unfolding value proposition over buying stages assessed. Using the *R7 Assessment for Sales Enablement* by the Naro Group provides a way to clearly examine value proposition strategy and sales enablement tactics. Value proposition clarity has many benefits including improved pipeline velocity and sales training reinforcement as well as the enhancement of sales enablement tools.

1) Which value proposition strategies matter during each stage of the buying process?

The *R7 Assessment for Sales Enablement* is a scientific assessment called “R7” that examines 7 strategic resources which are provided to customers (money, goods, information, services, meaning, status, involvement). In this assessment it is statistically determined which of the 7 resources relate to strategic outcomes (e.g., *champion development*, *opportunity qualification*, and *buyer commitment*) at different points in the buying process. In other words, the overall value proposition unfolds over time and the assessment provided determines which of 7 resources are important at each buying stage. At the strategic level, resources are ranked in terms of how effectively they are found to drive the desired outcomes.



2) How can sales enablement tools be aligned with your value proposition strategies?

Next, the assessment measures the proper alignment of sales enablement tools in relation to the value proposition strategies during each buyer stage. Specific gaps in sales enablement tools vary by client, but the following are illustrative benefits of the tactical assessment:

- Determine which tools do not provide value in the buying stages
- Determine awareness of the tools currently implemented and how they support each step in the buying process
- Identify areas for additional training
- Identify gaps in the sales enablement tools
- Optimize investment in sales enablement tools.

What we provide:

We provide the capability to assess how well your sales enablement tools are aligned with your sales stages and which tools are not effective in communicating the company's value proposition, via a web based assessment platform that automates data collection, analysis, and reporting to give you answers in days not months.

The success measures we benchmark and track include:

- New hire sales person ramp up time
- Average sell cycle length
- Pipeline to revenue production ratio
- Win rates

What business driver we support:

- Improving revenue performance by increasing pipeline velocity

Next Step:

If you are interested in this assessment capability to improve your revenue performance, please contact Jim Naro at 603-881-7712 or jnaro@thenarogroup.com to set up a brief introductory meeting.

Contact Us

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