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How to Close a Sale by Changing the Conversation

A Guide to Increasing Sales
Performance by Communicating
Your Total Value to Buyers



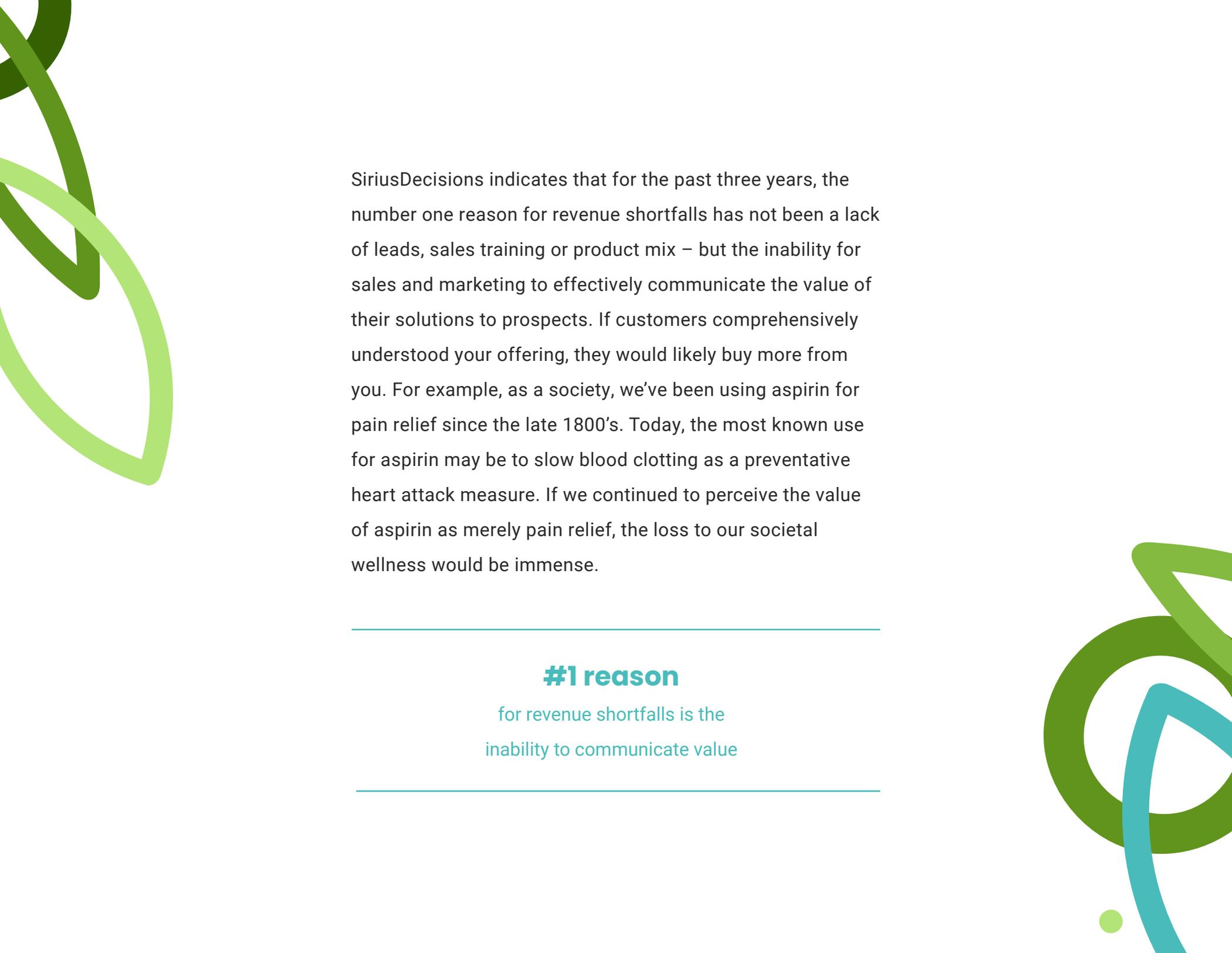


“We’re in the cloud.” Your customers and prospects might understand what that means, but it’s almost certain they won’t understand what it means to them. They also won’t understand the value behind it and ultimately, won’t understand what they’re buying. When customers hear, “We’re in the cloud,” they’ll probably opt to leave your generic sales pitch there, while they continue to search for solutions that can solve their real-life problems. On land.

Value Gap

The divide between
buyer expectations &
traditional sales pitches.

Many companies understand the inherent value of their product or service, but stale sales enablement practices often hinder their ability to effectively communicate that value to buyers. Because of this, the buyer perceives the product to be much less valuable than it really is and sales are stalled or lost. The consequence is a Value Gap, a divide between buyer expectations and a traditional sales and marketing product or service pitch.



SiriusDecisions indicates that for the past three years, the number one reason for revenue shortfalls has not been a lack of leads, sales training or product mix – but the inability for sales and marketing to effectively communicate the value of their solutions to prospects. If customers comprehensively understood your offering, they would likely buy more from you. For example, as a society, we’ve been using aspirin for pain relief since the late 1800’s. Today, the most known use for aspirin may be to slow blood clotting as a preventative heart attack measure. If we continued to perceive the value of aspirin as merely pain relief, the loss to our societal wellness would be immense.

#1 reason

for revenue shortfalls is the
inability to communicate value

Total Value vs. Perceived Value

Top performing sales reps understand that the ability to clearly communicate the value of their solution to customers and prospects - while quantifying it with actionable data - is the key to successful sales engagement. Success is found in differentiating sales conversations that go beyond outlining the features and capabilities of the offering and focus on the value of the solution in the context of what matters most to the buyer. The risk of under communicating (or underrepresenting) your value is a big one; your customers view your offering as something less than what you can actually provide and go to a competitor. What's the difference between perceived value and total value?



Perceived Value:

Is the portion of what a company can provide to the market, based on the information customers and prospects are receiving from sales reps and marketing content.



Total Value:

Is the sum of many parts that a company can provide: IP, expertise, products and services and intangibles (jobs they provide to communities or work that employees donate to causes or charities).



How Does Sales Enablement Technology Close the Value Gap?

It's true that buyers have changed - they're more frugal, more empowered and more risk-averse. If you're going to lead buyers to the last mile of the sale, you have to change with them.

Closing the Value Gap starts with evolving content marketing and sales methods to meet the new buyer challenges.



Challenge:

When ideas become marketing materials, there's a loss of fidelity. This happens in two ways: First, concepts are not always easy to adapt into language. Second, segregation happens during sales collateral creation. Concepts become discreet marketing assets that live separate, independent lives from your larger, total value message. A video may tell one part of the selling story and a printed asset another. This creates disconnected and fragmented messaging.

Sales Enablement Solution:

Sales enablement technology allows you to tell a holistic selling story true to your total value, by seamlessly mixing and personalizing various formats of marketing assets within a presentation. It allows you to confidently and easily pivot during a conversation to the right content to flexibly discuss buyers' needs and ultimately, lead them to the last mile.



Challenge:

Content has a shelf life. Is your content timely? Is it relevant? Is it reflective of the current situation? When content is created and distributed to the field, the clock immediately begins to tick on its relevance. Sharing out-of-date content with customers is not an option; it embarrasses the rep and ultimately, especially in highly regulated industries, puts the organization at risk for lack of compliance.

Sales Enablement Solution:

Sales enablement technology allows you to automatically archive, update and distribute content, so that only the most up-to-date and relevant assets are accessed and used by reps. It also allows you to keep buyers engaged, with messaging that best reflects in the moment the value of what you have to offer.



Challenge:

There's so much content, and the right content is hard to find. Marketing departments are great at producing large volumes of content, but not always at library upkeep. Not to mention they usually lack visibility into what is most relevant to reps (and high performing). As a result, reps waste a lot of time away from selling, looking through content libraries to prepare for presentations or creating their own custom content. Without the right content and interactive presentation tools, reps struggle to pivot in the moment; instead, they're presenting content only designed to take them down a very specific path.

Sales Enablement Solution:

The ability for you to discover the right content at the right time - easily, accurately, and up-to-the-minute - is critical. AI-powered, interactive presentation tools not only help you prepare for a meeting in less time, but you can present in real time with buyers, without the fear of not having content to support any discussion they want to have.



Challenge:

It's not the collateral, it's how it's presented. Every sales team has top performers and those with goals to improve. Marketing teams can produce impactful sales collateral, but it's only meaningful if it's presented in the same, effective, compelling way by all members of the sales team. If both the top 20% and the bottom 80% of the sales team were selling better, it would truly impact your business.

Sales Enablement Solution:

Sales enablement technology can elevate reps of all levels to sell better. It puts the right content and interactive presentation tools at the hands of your sellers, so they can have the confidence to sell like a top performer.



Challenge:

Manual content management leads to generic, impersonal presentations. Reps are spending too much time pulling together presentations (while sifting through high volumes of content). The result is a single-function, “cookie-cutter” deck that only allows for slight adjustments for each meeting. When presentations aren’t personalized at an industry, company or even interaction/individual level, every pitch requires a new presentation, built from separate content.

Sales Enablement Solution:

Sales enablement technology gives reps interactive presentation tools to personalize multiple meetings in less time. It means they can lead conversations with data-driven insights about the financial impact of their investment. It means they can lead with value.

Perception Is Not Reality

Recapturing the Story of Your Total Value in the Context of What Matters to Your Buyers

The research on value-based selling speaks for itself. According to Forrester, 74% of deals go to the provider who adds value first. Succeeding in a broken B2B buying journey means quantifying the financial impact that your product or service will have on your buyer's business. It also means starting a different sales conversation that goes beyond outlining the features and capabilities of your offering; it's time to tell not only a different story, but a value story, in the context of what matters to your buyer. Enabled with the right tools and the right content at the right time, sales reps can recapture the loss of buyer fidelity that comes with the perception that your company offers less than it really can.

What are you doing to mind the Value Gap?

Are you investing in the value messaging, content and tools needed to close the Value Gap and achieve revenue growth goals?



The Evolved Selling™ Solution

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Interested in learning more?

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About Mediafly

Mediafly is a sales enablement solution that creates dynamic, interactive, value-based selling experiences. By using Mediafly's technology and advisory services, marketing and sales teams at companies including **PepsiCo**, **Disney**, **GE Healthcare**, **MillerCoors** and **Charles Schwab**, are able to deliver custom, dynamic sales presentations quickly and efficiently, engaging customers with insights that are relevant to them. Mediafly's Evolved Selling™ solution enables sellers to be more flexible, insightful and interactive in their sales interactions, resulting in increased sales and stronger customer relationships. Mediafly has been named to the Inc. 5000 list of fastest growing companies for five years consecutively, Crain's Chicago Best Places to Work for two years consecutively and named to Inc.'s Best Places to Work of 2018. Visit **Mediafly.com** or follow **@Mediafly** for more information.