

Metso

Value Sales Program 2024

Win more deals,
with value sales methods





Program goals

1

Help you achieve your annual business plan

2

Give your sales team methods and tools to win more opportunities



Program benefits

What do you get out of it

Best practices training on Value sales methods for your sales team done by external value sales expert and Metso personnel.

The program will help you win more often on competitive deals and gain improved profit margins on both capital equipment deals and service offering.

In the program you will create concrete action plans for winning your most important opportunities next year & also discover new ideas how to uncover new opportunities in both existing and prospect accounts.



Distributor Value Selling Workshop 19-21st of March in Bangkok

Winning more deals, with value sales methods

Day 1

Fundamentals of Value Sales

- What is value selling?
- When and where should value-based selling be applied?
- Value Sales process
- Identifying new opportunities
- Qualification
- Procurement, RFPs/Tenders

Schedule

Start 8:00
Break 1 10:00-10:30
Lunch 12:00-13:00
Break 2 15:00-15:30
End 17:00

Dinner – details shared later

Day 2

Advanced Value Sales methods

- Communicating value to senior management & owner levels
- Using TCO and ROI methods
- Using calculators
- Creating winning proposals
- Negotiating
- Outcome:
A minimum of 3-5 key opportunities have action plans in place to help you win them

Schedule

Start 8:00
Break 1 10:00-10:30
Lunch 12:00-13:00
Break 2 15:00-15:30
End 17:00

Dinner – details shared later

Day 3

Expert presentations

Metso Expert Presentations*

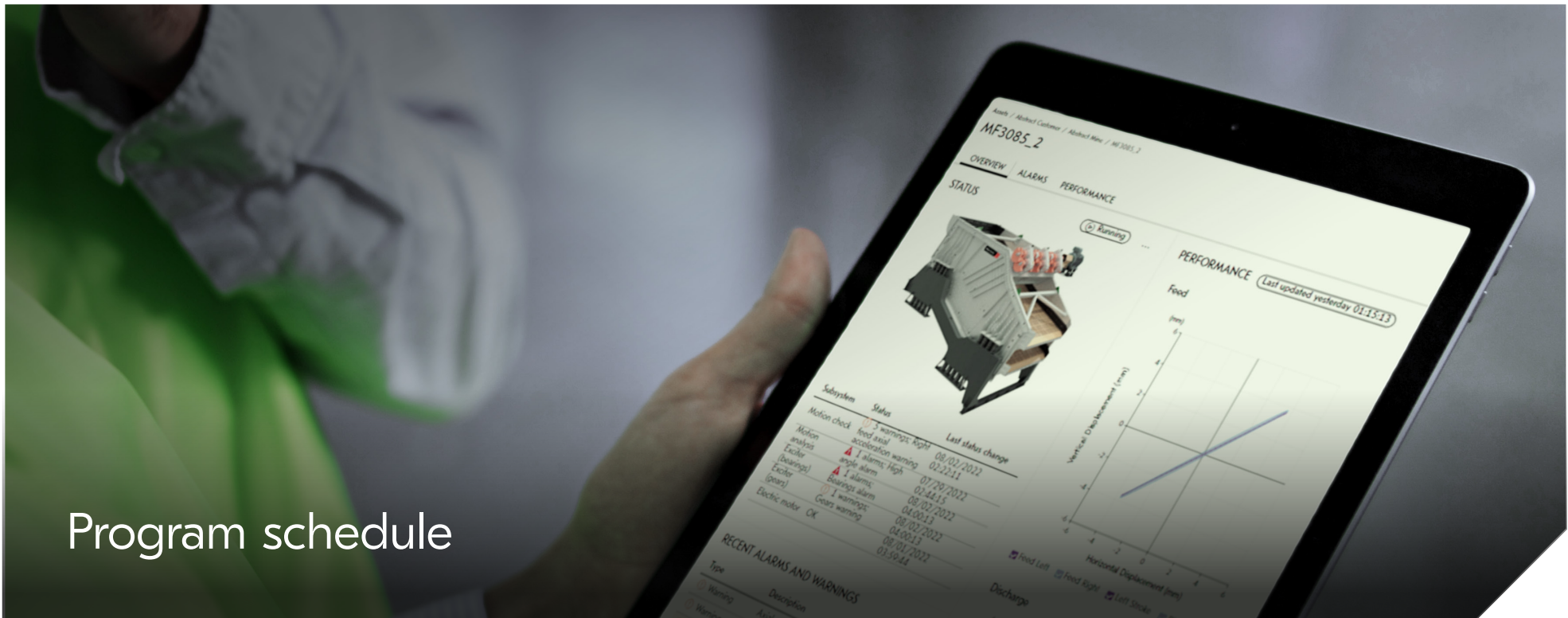
- Chamber expert -tool
- ROI & TCO calculator for mobile crushers
- Customer success stories

Schedule

Presentation - 9:00-12:00
Lunch 12:00

Departure

* Optional day for participants



Program schedule

	Nov	Dec	Jan	Feb	March	Q3	Q4
Apply for program	█						
Target setting & pre-work			█				
Training event					█		
Post event review						█	
Monthly progress reviews						█	



Who should attend?

Selected account managers or field sales representatives

Those accountable for achieving the results for both or either:

- Capital equipment sales
- Aftermarket sales

With questions regarding who should attend please contact your Metso Distribution Manager