

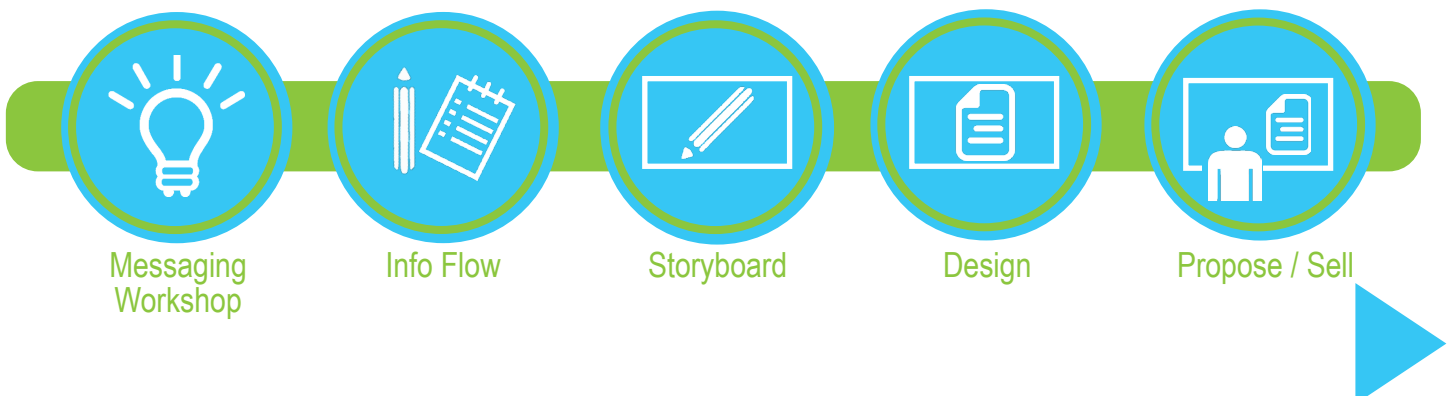


Value Proposition Services

We can lose the sale for any one of 100s of reasons. And you've heard most of the excuses for losing during your career and may have even used some of them yourself! But time and time again the number 1 reason for not winning is your prospect not being able to differentiate. If the prospect cannot see differentiation then it's hard to see value in your offer. So a differentiated value proposition is key to your sales success.

Quantum uses a proven step-by-step method to refine and hone your value proposition so that the true value of your company's solution is understood by prospects and clients. The process starts with a highly interactive workshop involving your key stakeholders. The results of that are documented and tested at the storyboard level.





And once everyone is happy, and the value proposition has been rigorously put through its paces, the agreed sales messages are embedded into sales tools, such as sales presentations and proposals so that you can sell more effectively than ever before on the basis of a crisp, resonant value proposition.



The failure to differentiate your solution results in your prospect buying from your competitor or not buying anything at all.

Our Sales Messaging / Value Proposition
definition services bring you to a full understanding of what customers and prospects most value about your offerings from the all-important buyer's perspective.



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