

# VALUE-ADDED SELLING

*Presented by Tom Reilly, author of Value-Added Selling (McGraw-Hill, 2010)*

This tone-setting presentation introduces audience members to Value-Added Selling and encourages them to embrace it in their go-to-market strategies.

There are salespeople that compete on price and others that compete based on their total value. Value-added salespeople bring value to their customers along three dimensions of value: their products, their company, and themselves. This presentation is designed for a general audience of salespeople and their managers.

## KEY TOPICS

- What is Value?
- What is Value-added?
- Ten characteristics of top-achieving salespeople
- Value-Added Selling is more than a book—the philosophy and process of creating and communicating your value

## AUDIENCE VALUE PROPOSITION

When audience members embrace the value-added selling philosophy and execute its strategies tactically, they sell aggressively and profitably in their markets.