



London TDM

Customer Service and Sales Training Courses

Course Venue: United Kingdom - London

Course Date: From 01 February 2026 To 05 February 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

Value-Based Selling for Competitive Advantage is a comprehensive 5-day course designed to equip professionals with the skills and strategies necessary to effectively sell on the value and benefits of products and services. Participants will learn how to differentiate themselves in the marketplace by emphasizing the unique value propositions that meet their clients' needs, helping them secure a competitive advantage.

- Understand the principles of value-based selling
- Identify and communicate unique value propositions
- Develop strategies to differentiate offerings in competitive markets
- Enhance client engagement through personalized value delivery
- Optimize sales processes to drive long-term success

Course Outlines

Day 1: Introduction to Value-Based Selling

- Overview of value-based selling concepts
- Understanding the shift from product-based to value-based approaches
- Identifying customer needs and expectations
- Defining and developing value propositions
- Case studies of successful value-based sales strategies

Day 2: Crafting and Communicating Value

- Techniques for crafting compelling value propositions
- Effective communication strategies for value articulation
- Using storytelling to enhance value perception
- Role-playing exercises for value-based conversations
- Feedback and refinement of communication techniques

Day 3: Differentiation and Competitive Advantage

- Methods for analyzing and understanding competitors
- Strategies for highlighting unique selling points
- Positioning offerings against competitors
- Innovative approaches to market differentiation
- Workshop on developing competitive advantage strategies

Day 4: Enhancing Client Engagement and Relationships

- Building trust and long-term relationships with clients
- Personalizing value delivery for individual clients
- Techniques for effective client communication and follow-up
- Understanding and managing client expectations
- Identifying opportunities for further value creation

Day 5: Implementing and Sustaining Value-Based Selling

- Integrating value-based selling into existing sales processes
- Measuring and evaluating sales effectiveness
- Overcoming common challenges and obstacles
- Planning for continuous improvement and adaptation
- Developing an individual action plan for professional growth