

**FURTHER LEARNING AIDS FOR SUPER SELLING AND  
CUSTOMER MARKETING SKILLS ONLINE COURSE**

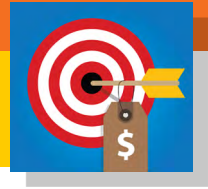
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**THE SCIENCE AND HOW OF  
COMMUNICATING VALUE**



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## LESSON 1: HOW TO FIND THE PROSPECT'S NEEDS

Excellent product knowledge would help you to focus and listen better when speaking with a prospect to identify their needs.

### Outline the 7 steps for effective listening

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_
- g. \_\_\_\_\_

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## LESSON 2: VALUE-BASED SELLING VS PRICE-BASED SELLING

The weakest form of selling is price-based selling.

Outline the unique values of your product.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

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## **LESSON 3: SYSTEMIC COMMUNICATION OF VALUE (AN ADVANCED SELLING TECHNIQUE)**



The SCV takes into consideration the average listening ability of humans because people may not pay so much attention at the beginning of a conversation but if you gradually build up interest to communicate your strongest value at the end, it changes the outcome of the conversation.

**In a systemic order, ranging from the least to the strongest benefit, communicate your product's value.**

**Step 1: List the features of your product (Do that in the table below)**

**E.g. Product: iPhone 11**

**Step 2: Label or rate them in order of importance (on a scale of 1-5 with 5 being the most important \ the strongest)**

**Step 3: Communicate value according to strengths starting from strong to strongest.**

**Step 4: Close the sale**

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## LESSON 3: SYSTEMIC COMMUNICATION OF VALUE (AN ADVANCED SELLING TECHNIQUE) Contd.



PRODUCT	SCV	BENEFITS
<b>E.g iPhone 11</b> <b>STEP 1</b> <b>List 5 features of your product</b>	For example; 1. Liquid retina Display 2. Next generation smart HDR 3. Haptic Touch Display 4. Water and rust resistant 5. Ultra-wide angle camera	Please mention the benefits using descriptive scenarios of how it could be applied in the prospect's life or situation.  (Features talk about what your product has, while benefits talk about what your product can do for the prospect.)

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## LESSON 3: SYSTEMIC COMMUNICATION OF VALUE (AN ADVANCED SELLING TECHNIQUE) Contd.



PRODUCT	SCV	BENEFITS
<p><b>STEP 2</b></p> <p><b>Label\ rate them in order of importance (on a scale of 1-5 with 5 being the most important \ the strongest feature) .....most times this arrangement will be based on who you're targeting because that will determine what is the most important \ the strongest feature</b></p>	<p>1 Rating - Liquid retina display</p> <p>2 Rating - Haptic Touch display</p> <p>3 Rating \ strong feature- Ultra-wide angle camera</p> <p>4 Rating \ stronger feature - Next generation smart HDR</p> <p>5 Rating \ strongest feature - Splash, Water and rust resistant</p>	

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## LESSON 3: SYSTEMIC COMMUNICATION OF VALUE (AN ADVANCED SELLING TECHNIQUE) Contd.



PRODUCT	SCV	BENEFITS
<b>STEP 3</b>  <b>Communicate value according to strengths starting from strong to strongest.</b>	<ol style="list-style-type: none"><li>1. Ultra-wide angle camera (strong feature)</li><li>2. Liquid Retina display (supporting feature)</li><li>3. Next generation smart HDR (stronger feature)</li><li>4. Haptic touch display (supporting feature)</li><li>5. Splash, Water and rust resistant (strongest feature)</li></ol>	

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