



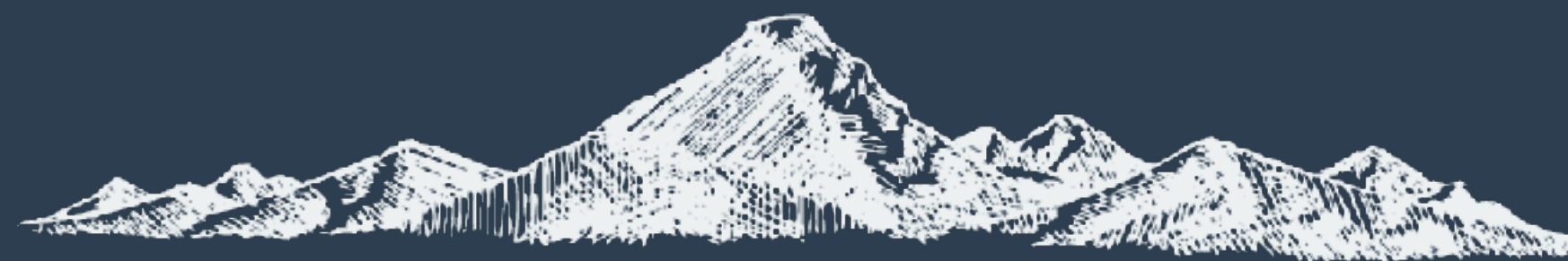
2024 Arvada Top Challenges Summit



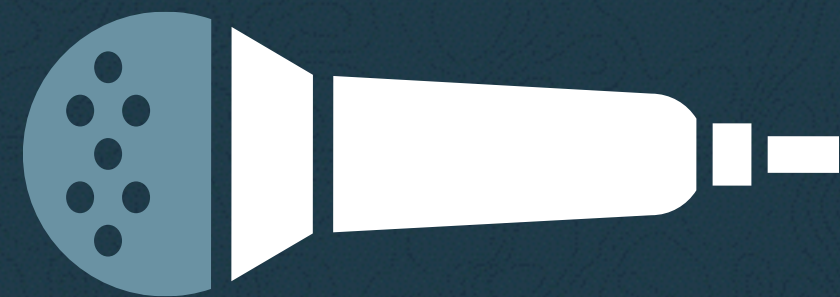
**Master B2B
Value Selling:
Elevate Your
Sales Game
and Your
Bottom Line**

PITCHLAB

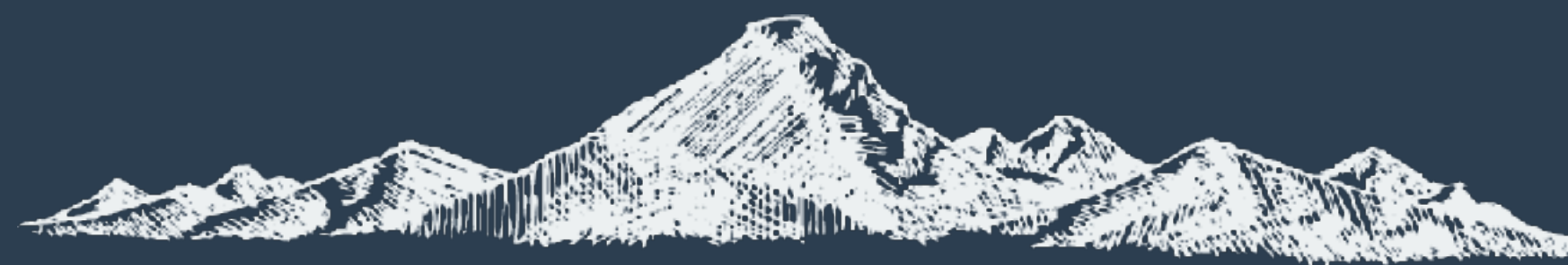
SALES CONSULTING & TRAINING



Jay Mays



Our Agenda



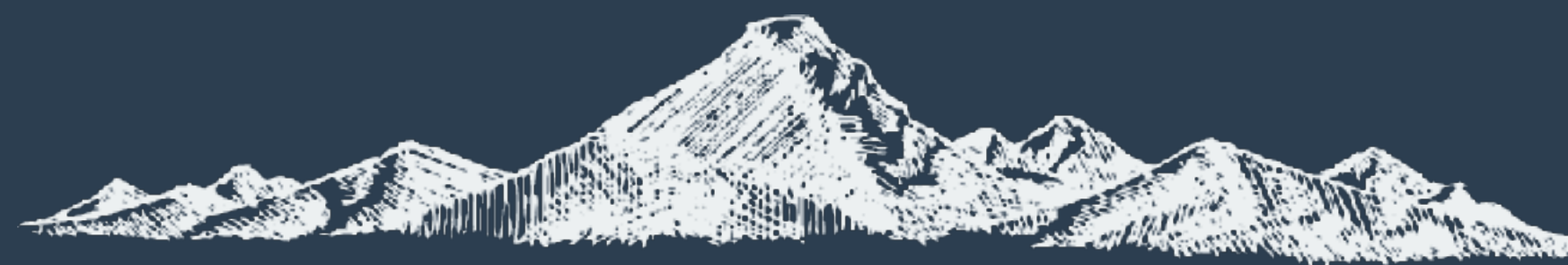


1: What Do You Sell?

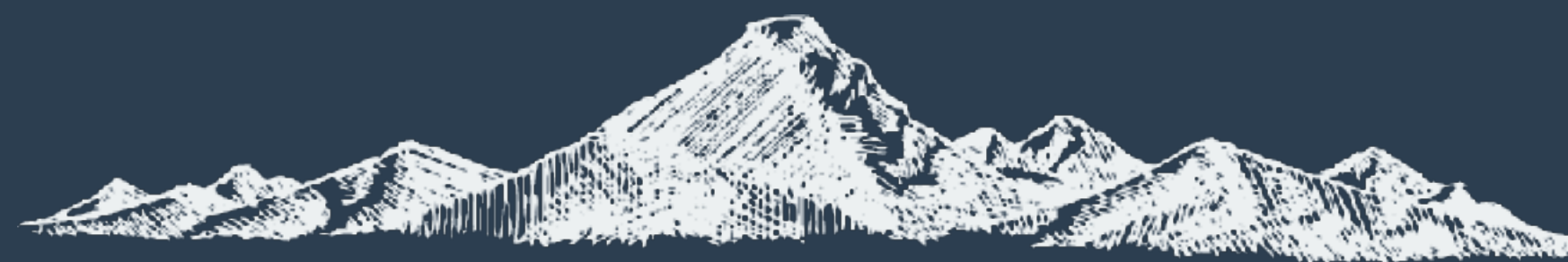
2: What Outcomes Do You Provide?

3: Can You Quantify Your Value?

About You.



1: What Do You Sell?



The image features a serene mountain landscape with a calm lake reflecting the surrounding peaks and dense evergreen forests. The entire scene is overlaid with a semi-transparent blue gradient. Centered in the middle of the image is the text "T-Exercise" in a clean, white, sans-serif font.

T-Exercise



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Evolve

Order Taker —> Consultant



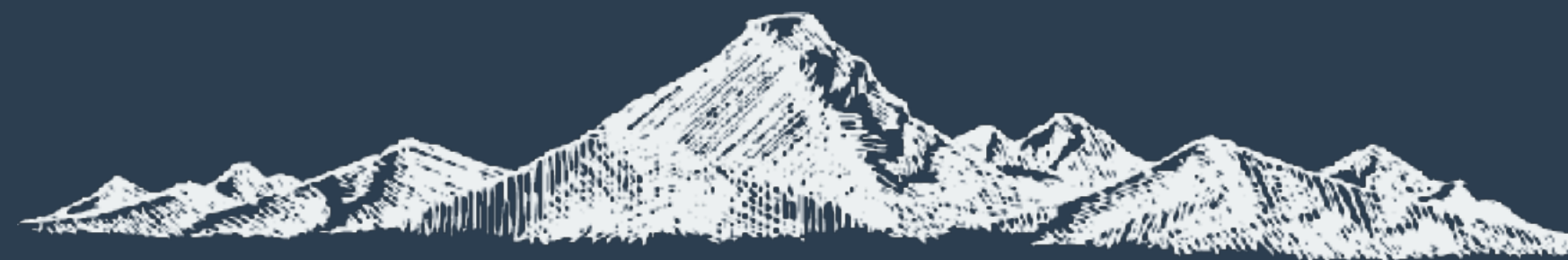
A scenic mountain landscape featuring a calm lake reflecting the surrounding forest and snow-capped peaks. The image is overlaid with a semi-transparent blue gradient. Centered on the image is the text "Transactional focuses on left" in a white, sans-serif font.

Transactional
focuses on left

Transactional
focuses on left

Consultative
focuses on right

2: What Outcomes Do You Provide?





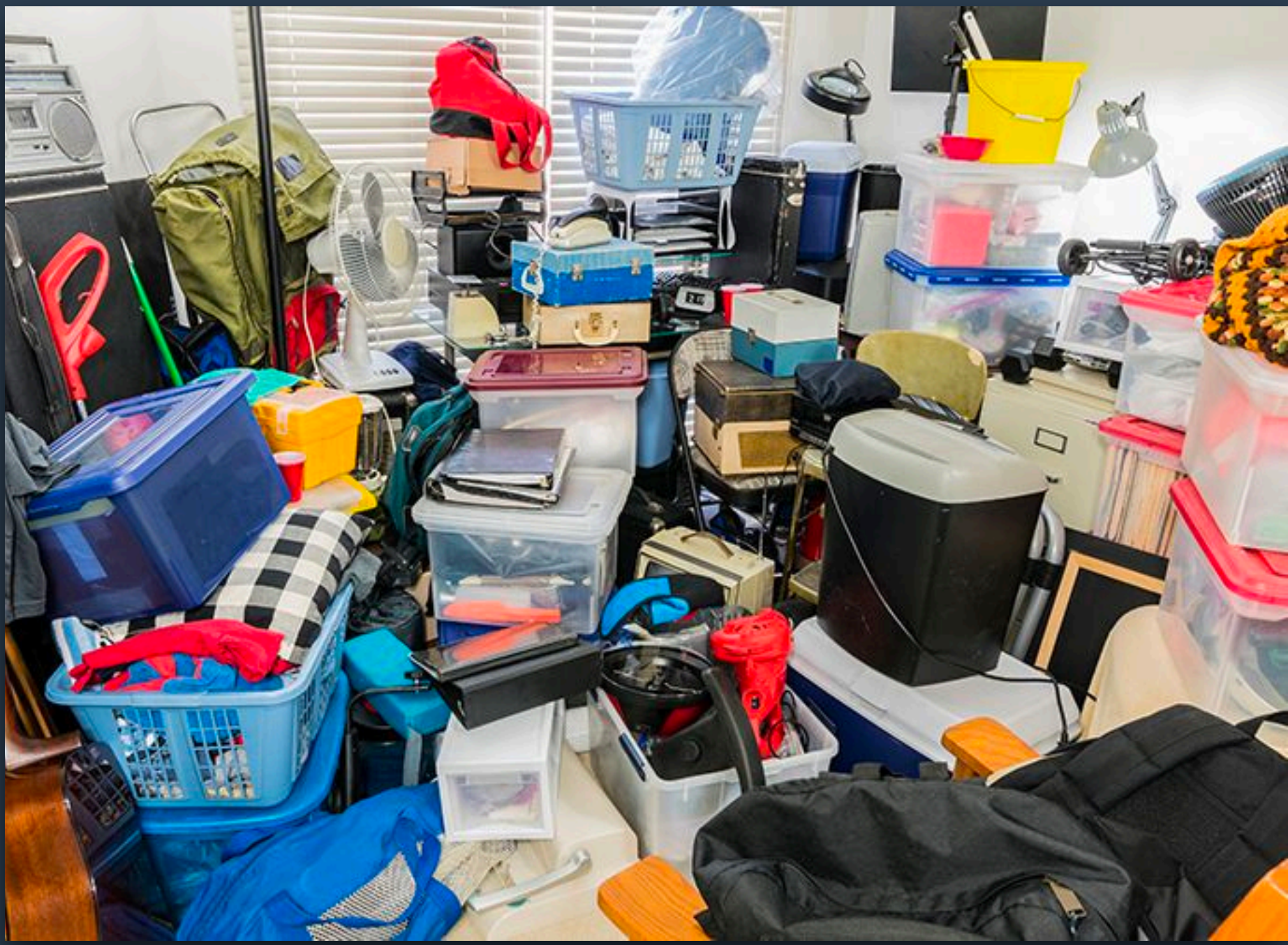


A scenic mountain landscape with a lake and forest, overlaid with a blue gradient and white text. The text reads:

What's the
Ultimate Outcome?



Protect Your Hat



Be Clutter Free

A scenic view of a mountain range with a lake in the foreground, overlaid with a blue gradient. The mountains are rugged and snow-capped, and the lake is calm, reflecting the surrounding landscape. The text "3 Types of Outcomes" is centered in white, bold font.

3 Types of Outcomes

- 1. Business Outcomes**
- 2. Personal Outcomes**
- 3. Emotional Outcomes**

A scenic mountain landscape with a lake and forest, overlaid with a blue gradient and white text. The text is centered and reads:

**What 3 Main Outcomes
Do You Provide
Your Clients?**

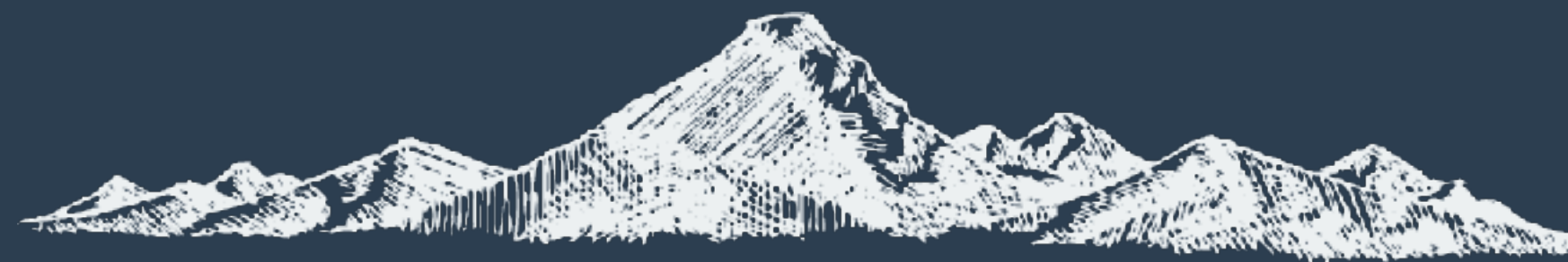
A blue-toned illustration of a person in silhouette breaking through a wall. The person is in a dynamic, forward-leaning pose with arms outstretched. The wall is depicted as a grid of rectangular blocks, with several blocks broken and flying away from the person. The background is a gradient of blue, transitioning from a darker shade on the left to a lighter shade on the right. The word "Breakout" is written in a large, white, sans-serif font across the center of the image, overlapping the person's silhouette.

Breakout



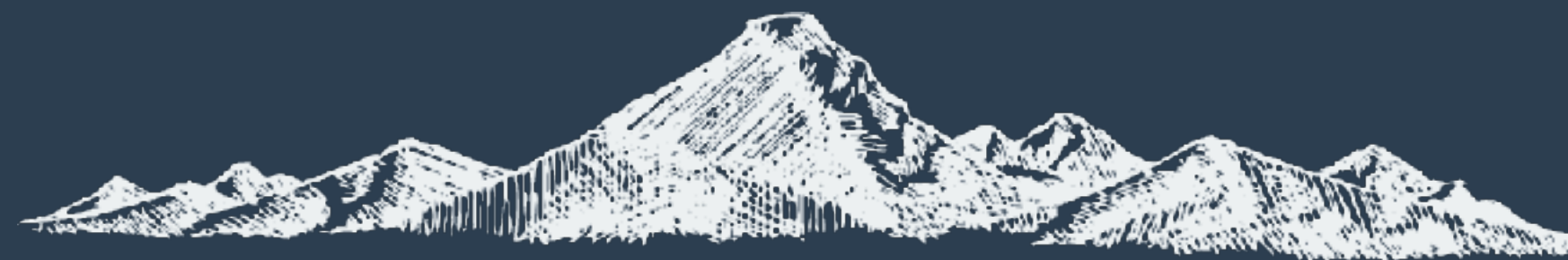
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Takeaways



- Revenue Growth
 - Save Money
- Efficiency / Time Savings
- Peace of Mind / Certainty
 - Reduce Headaches

What Is Value?





Their Outcome

- Your Price

The Value



Key to *Authentic* Sales Conversations



Nice-to-Have

vs.

Must-Have

PAINKILLER



OR

VITAMIN



3: Can You Quantify Your Value?

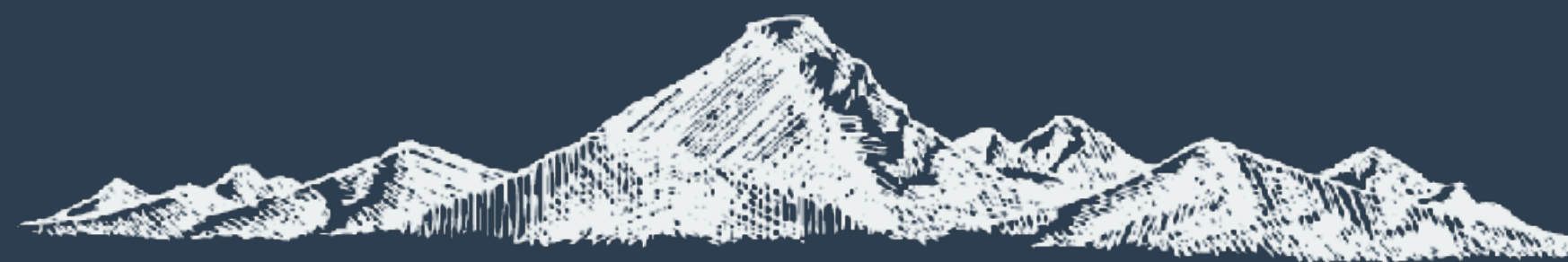


A group photograph of the Wu-Tang Clan members, rendered in a monochromatic orange-brown color scheme. The members are posed in various ways, some sitting and some standing, with some wearing their signature black and white clothing. The background features large, stylized circular patterns.

**“CASH RULES
EVERYTHING AROUND
ME, CREAM GET THE
MONEY, DOLLA DOLLA
BILLS Y’ALL.”**

WU-TANG CLAN, 1995

Your Turn to Quantify Value





A scenic mountain landscape featuring a calm lake in the foreground, a dense forest of evergreen trees in the middle ground, and a range of rugged, snow-capped mountains in the background. The entire image is overlaid with a semi-transparent blue gradient. The word "How?" is written in a large, white, sans-serif font, centered horizontally and slightly above the vertical center of the image.

How?

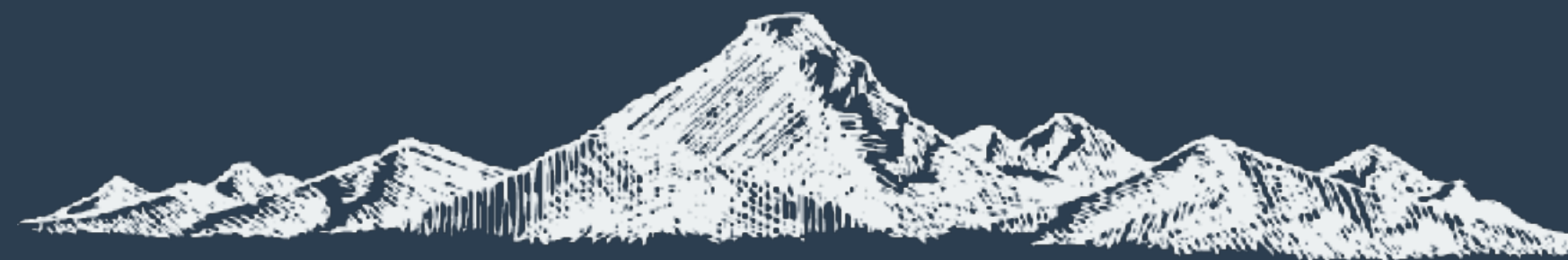
A blue-toned graphic illustration. On the left, a window is shown shattering, with numerous irregular fragments of glass flying outwards. A dark silhouette of a person is captured in mid-air, having just broken through the window. The person's arms are outstretched, and their legs are in a dynamic, forward-leaning position. The background is a gradient of blue, transitioning from a darker shade on the left to a lighter shade on the right. The word "Breakout" is written in a clean, white, sans-serif font, centered horizontally and partially overlapping the person's silhouette.

Breakout



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Takeaways





“If a client is stuck on price, we didn’t do a good enough job selling the value.”

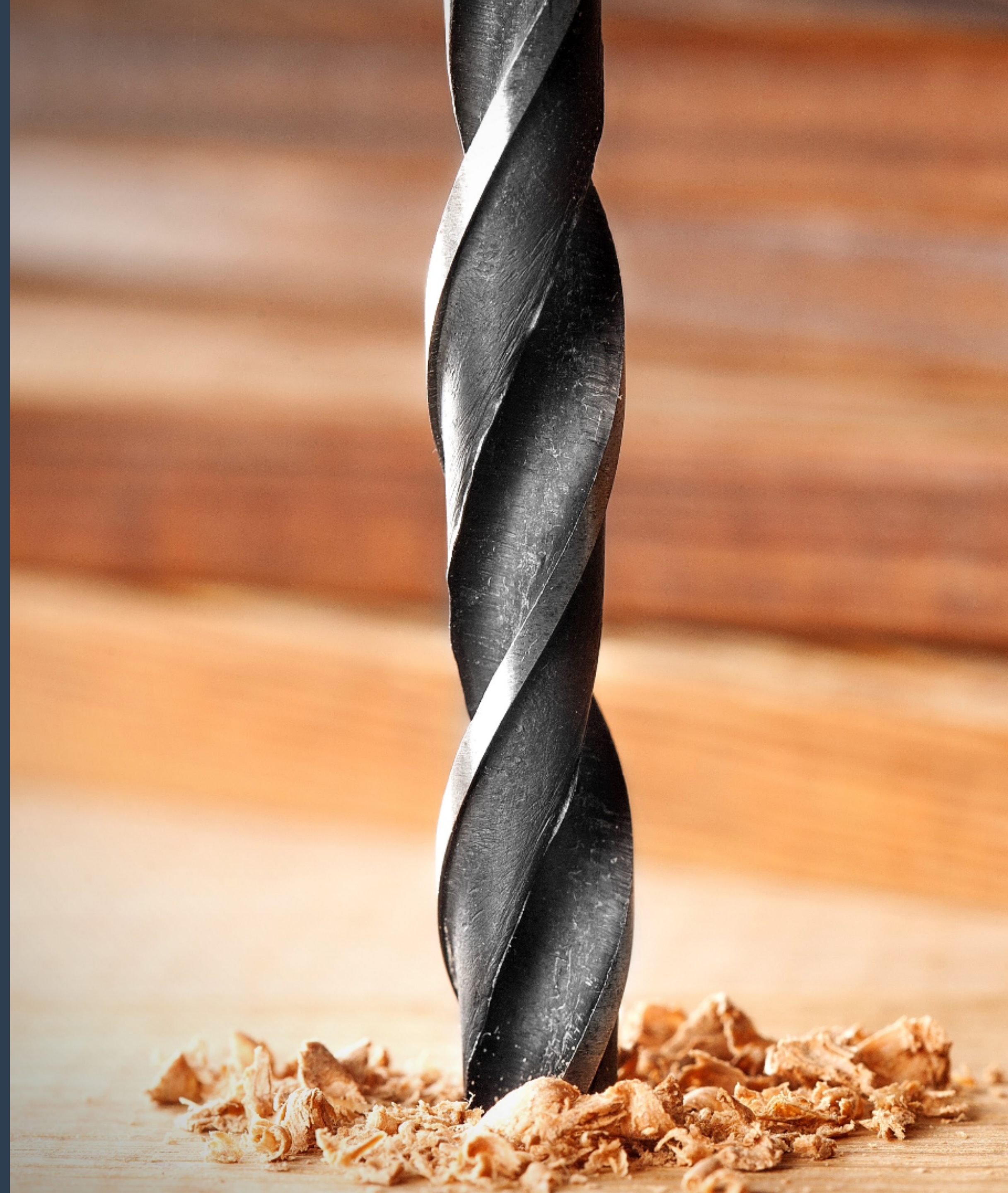
**“Selling value is
recession
proof.”**



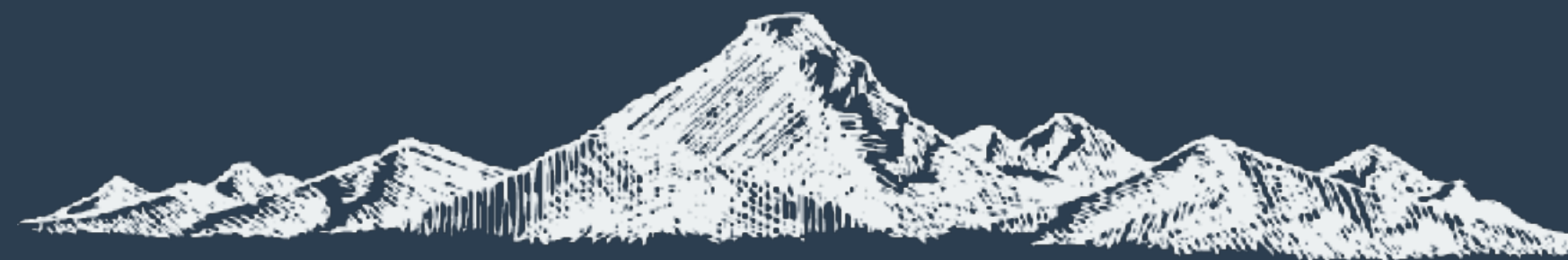


**“Value is in
the eye of
our client.”**

**“If we can’t
differentiate, we
can’t effectively
sell value.”**



Recap:



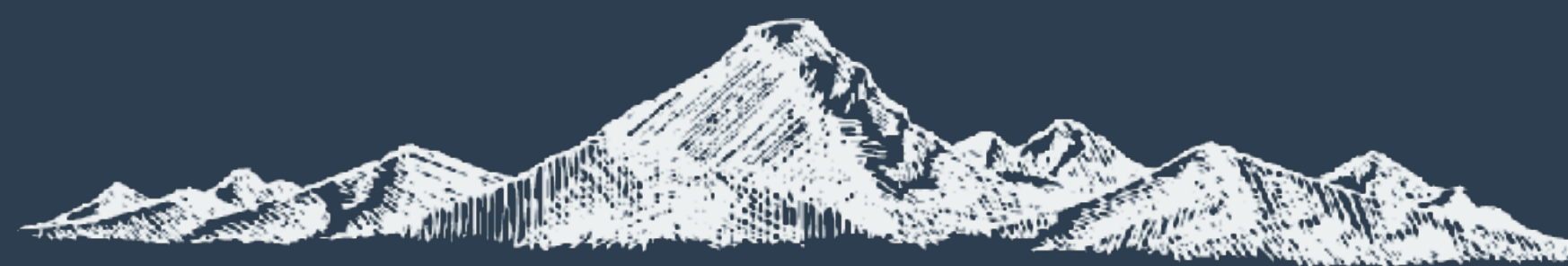


1: What Do You Sell?

2: What Outcomes Do You Provide?

3: Can You Quantify Your Value?

Your Next Step





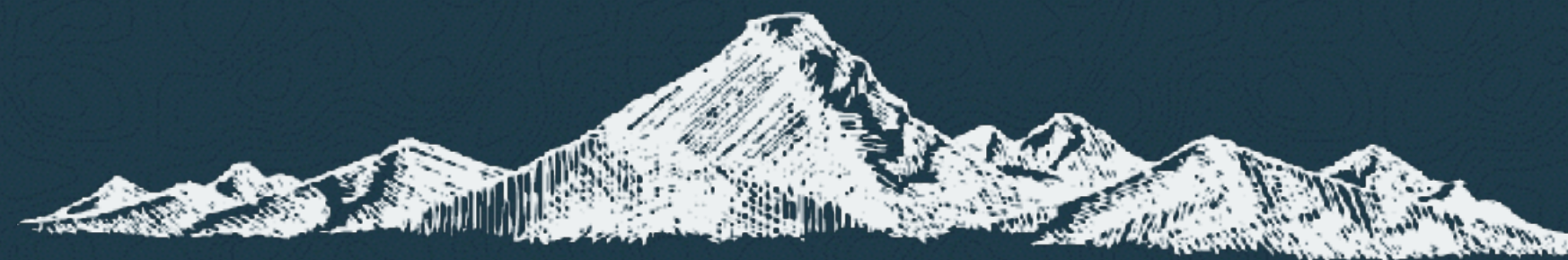
1: Define your value

2: Uncover value during discovery

3: Communicate your value

(before pitch price)

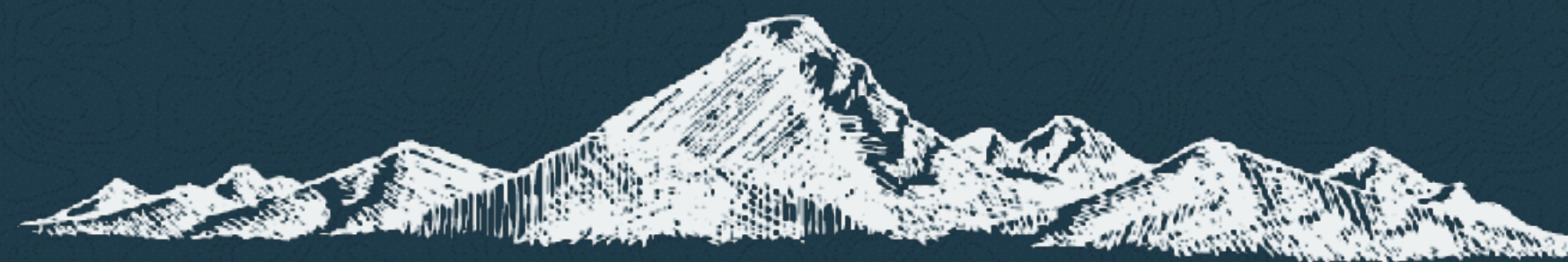
How to Structure a Stellar First Meeting





7 Magic Disco Questions

Big
THANKS
To



jay@pitchlab.io

