

SELLING

Leading With Value:
Converting Prospects
Into High-Value Clients



Bart Sheeler
Scott Cantrell

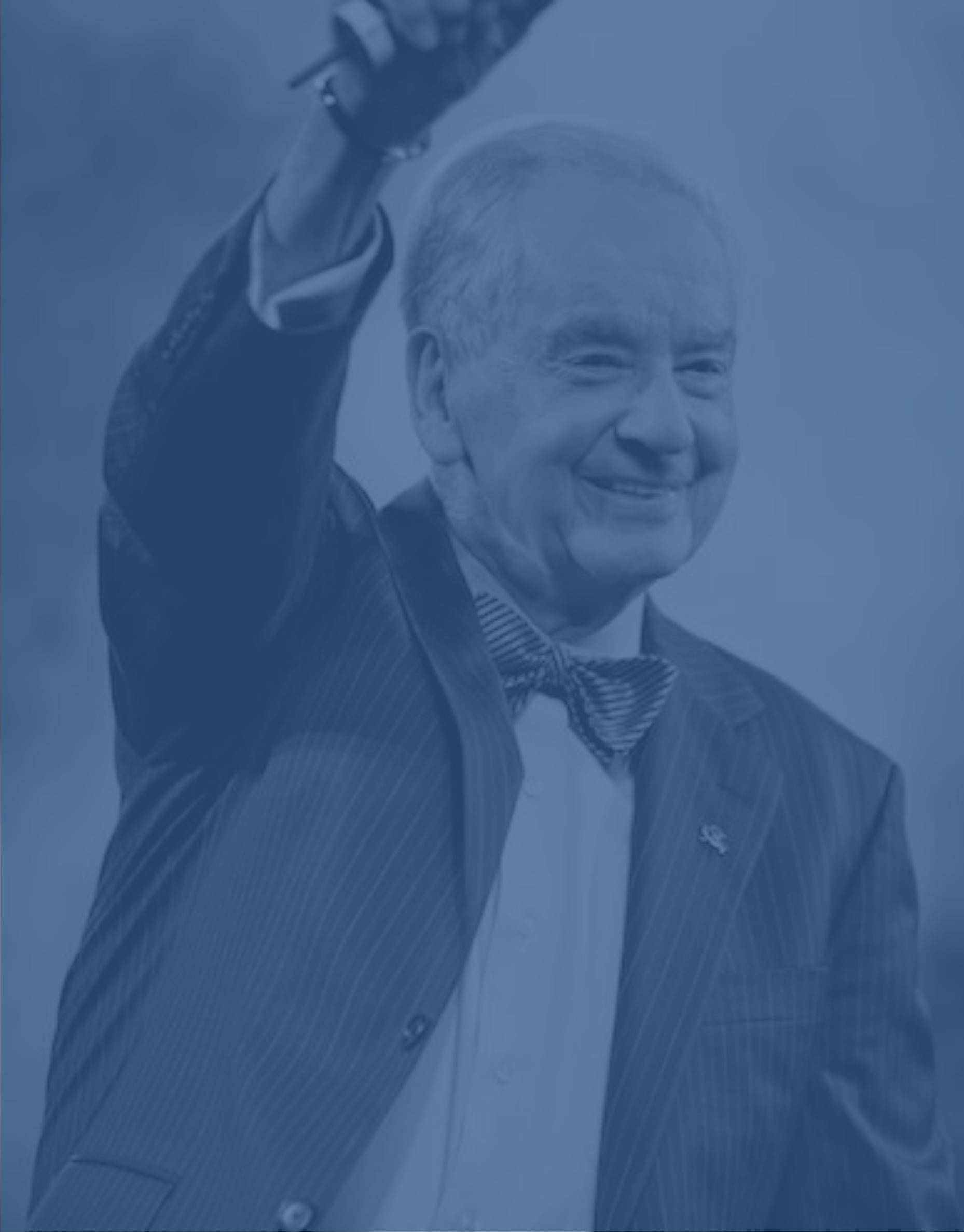
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Traditional Selling

Product-Centric

Traditional selling focuses on pushing products/services to customers, often using aggressive tactics.





**“Stop selling.
Start helping.”**

-Zig Ziglar

A Fresh Approach: Selling as Advising

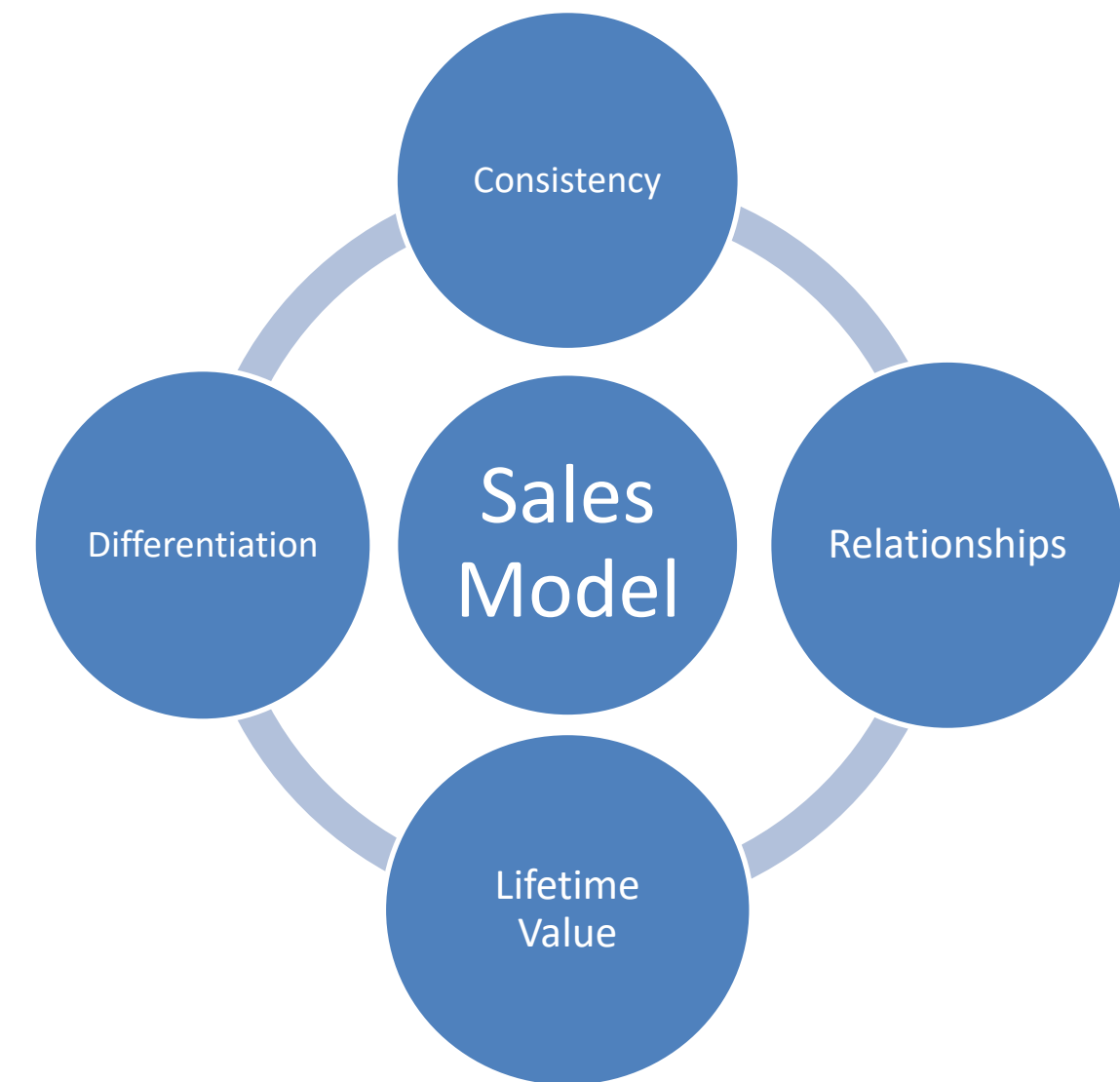
Modern B2B sales is about advising, sharing insights, and building relationships to create long-term value for clients.

The “shortest distance” between a prospect and a client is **education**.



A Successful Model...

- Produces consistent, predictable results/revenue
- Establishes meaningful, long-term relationships (raving fans)
- Increases lifetime client value
- Creates differentiation, the ability to compete “in a vacuum”, blue ocean



Pitfalls to Avoid:

Common B2B Sales Mistakes

Failing to understand the client's needs (empathy)

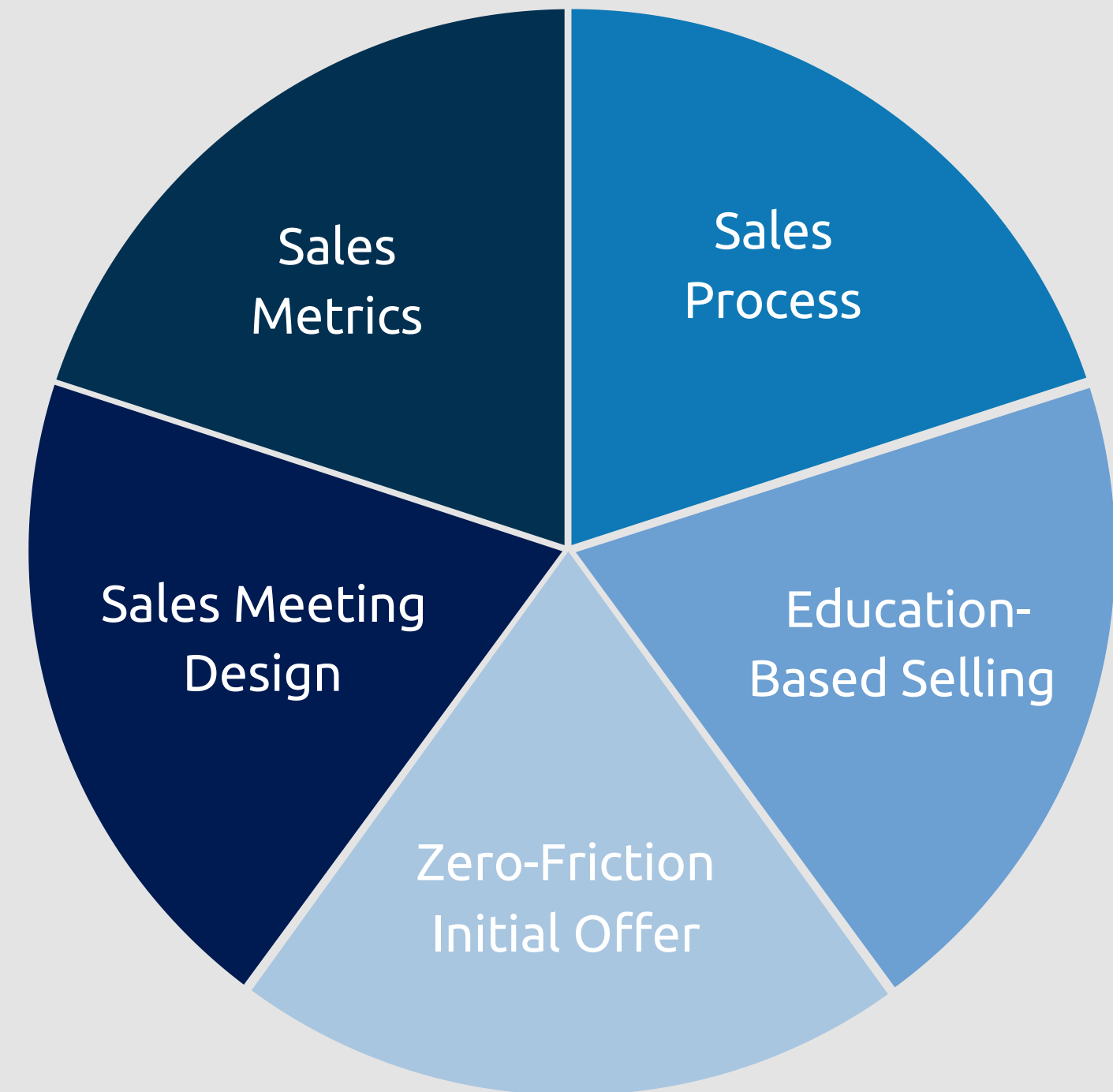
Overcomplicating the sales process (simplicity)

Neglecting follow-up and relationship-building (focus)



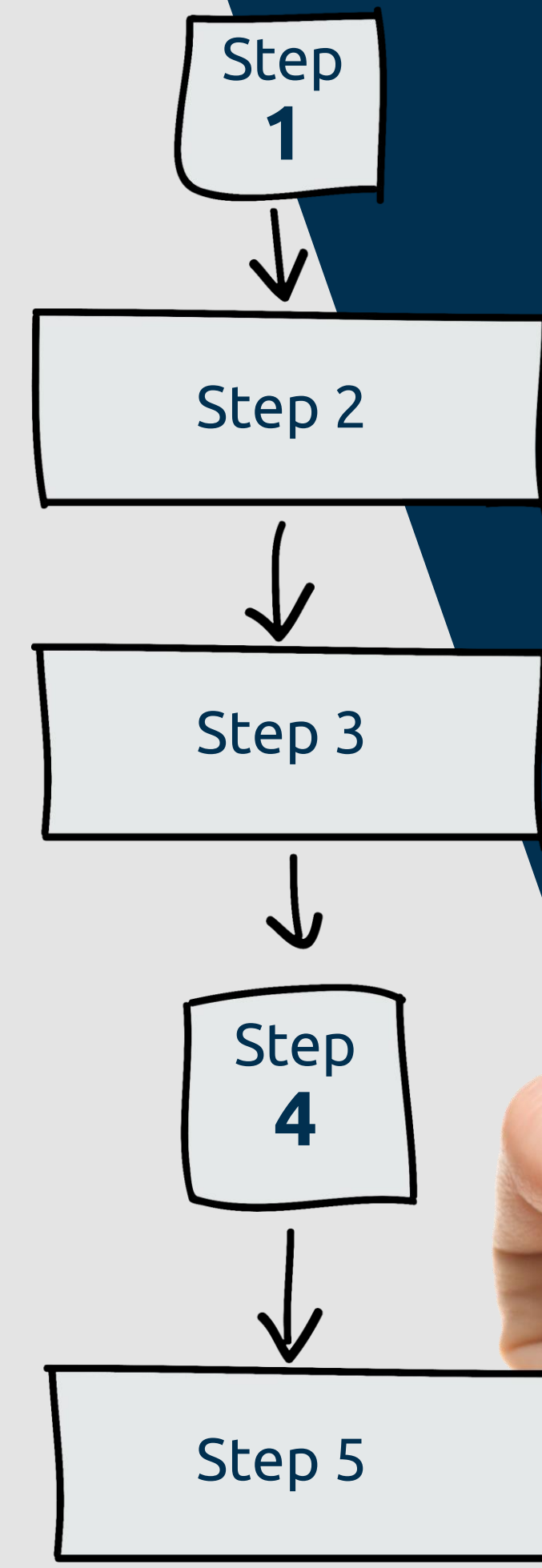
Key Elements of Value-Driven Sales

- Sales Process
- Education-Based Selling
- Zero-Friction Initial Offer
- Sales Meeting Design
- Sales Metrics



The Sales Process:

1. Lead Generation
2. Qualification
3. Needs Assessment
4. Proposal/Presentation
5. Negotiation and Closing
6. Fulfillment/Client Experience



Education-Based Selling: Insight Inspires Influence

- Positioning as a trusted advisor
- Providing valuable information consistently
- Building long-term relationships

Examples: webinars, whitepapers, case studies



Smooth Entry: The Zero-Friction Initial Offer

- Clear, meaningful value proposition
- Easy to understand and accept
- Low/no-risk for the client

Examples: diagnostic, pilot program



Mastering the Dance: Sales Meeting Design

- Structured agenda
- Clear objectives
- Engaging presentation techniques
- Handling objections effectively

Tips: good questions, client stories, prepared responses

Measuring Success: Key Sales Metrics

- Conversion rate
- Sales cycle length
- Average transaction size
- Prospect appointment value
- Client acquisition cost
- Client lifetime value

Tips: set specific objectives, track and review metrics weekly, identifies methods to improve metrics



Wrapping Up: Key Takeaways

Don't Sell, Be A
Trusted Advisor.

- To Do List
- Establish a Clear Sales Process
 - Insight Inspires Influence
 - Create a Zero-Friction Initial Offer
 - Design Your Sales Meetings
 - Track Your Key Sales Metrics



Final Thought...

**"People don't care how much
you know until they know
how much you care."**

-Theodore Roosevelt

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