

# Competing on Value. A Sales and Marketing Workshop

## Winning in a World of Limited Resources

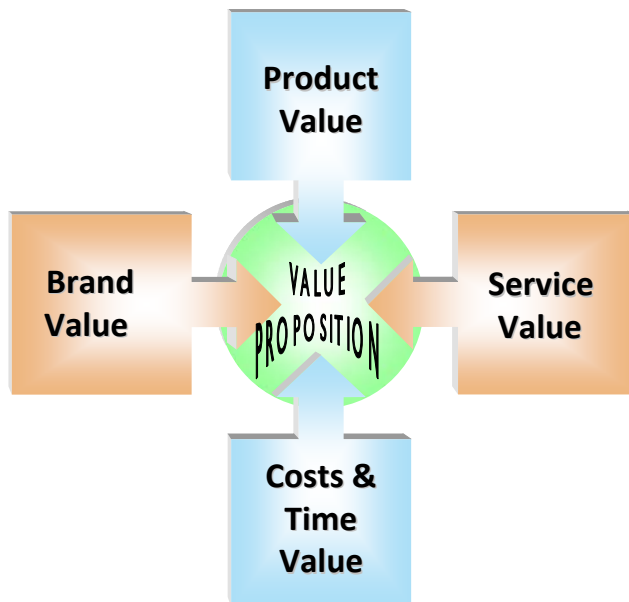
### Doing More with Less

As individuals and corporations we have a natural desire to gain the greatest value for the effort and resources we invest in any project. This reality becomes a personal responsibility in these days of “**more with less.**” Whether we are buying or selling, we each have a moral obligation to communicate a clear value proposition that is the bedrock of healthy business relationships.

### Learning Outcomes

Designed for sales, marketing and business professionals, **The Competing on Value Workshop** shows you how to improve your “**Value Proposition**” and win healthy, sustainable business relationships. You will be able to:

- Articulate clear value for your products and services
- Define a value given value received equilibrium
- Avoid miscommunication pitfalls
- Enhance the integrity of business interactions
- Prioritize your winning roles and relationships
- Develop sales strategies targeting best market fit.
- Build sustainable long term client partnerships



### The Value Measurement Framework \*

This is a collaborative business model. Illustrated above this topical framework is designed to engage all stakeholders in ensuring effective communication as jointly they seek to provide and receive the highest value in a sustainable business relationship. Like a baseball game a winning strategy must cover all the bases to ensure a home run. A winning value proposition is the total sum of all the framework elements based on honest communication of the strengths, weaknesses, and expectations of all involved in the decision process.



**Beyond the feeds and speeds, dollars and cents good business is based on understanding the value we give and receive in a collaborative relationships. In twenty years of selling, I have never lost a sale on price, but I have lost many sales on mis-communicated value.**

#### Framework Elements:

The two vertical elements of this framework communicate more to the objective and analytical mind while the horizontal elements appeal more to subjective parts of our values and feelings.

#### Product :

A value based product quality suggests that, beyond the dazzling feeds and speeds, a feature that has no function has no value and a function that has no perceived benefit has no value.

#### Costs and Time:

Total cost of ownership often ignores the cost of time and related lost opportunity costs. Further the risks of operational disruptions are often neglected. Contingency plans are seldom included in the total investments and implementation costs.

#### Service :

It has been said that the sale is won or lost in the first ten minutes of the sales call. Why? Apart from the assumed organizational qualities and contractual commitments , service quality can be summarized in eight words “**Do I like you? Do I trust you?**”

#### Brand :

Brand is often mis-communicated because it’s value is person specific. Brand speaks to the future value of a relationship that brings potential added value products and services. Brand evaluates associations that brings strength and community benefits advantages or benefits.

\* This workshop is based on:

- [Value Measurement Model by The Advantage Group](#)
- [Competing on Value Training by Mack Hanna](#)

## Client-tailored Structure

Using personal and group assessments and interviews, we tailor a mix of presentations, coaching, and exercises to meet specific individual, group, and corporate needs as well as measurable objectives and outcomes:

- **Personalised self assessment** starts with our online Effectiveness and Overload Gauge™. Along with pre-workshop interviews and exercises you will assess your personal effectiveness and overload quotient as well as your personal need for change. Consolidated survey reports help focus the workshop content and set benchmarks for expected benefits.
- **Pre-workshop interviews and exercises** will help enhance and personalize the learning experience.
- **Learning sessions** use a client-tailored plan supported by participants' needs for change. At the end of the workshop you will create a personal action plan with accountability to deliver optimum individual and team benefits.
- **Personalized one-on-one coaching** is optional. Over an eight week period you receive support, encouragement, tips, and accountability.
- **Evaluation and re-assessment** are critical for ongoing improvement. This is done by retaking the Effectiveness and Overload Gauge™ and comparing personal results to the average change experienced by your peer group.
- **Team huddles** offer collaboration and shared experiences.
- **Support** by phone and e-mail continues towards your ongoing improvement.

## Workshop Leaders



**BAHA AND MARGARET HABASHY**

For over thirty-five years they have partnered in life. Working with clients as large as IBM and as small as local charities, they collaborate in helping organizations, leaders, and individuals achieve greater effectiveness and find relief from stress in an overloaded world.



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## Our Track Record

Client data collected by the Effectiveness and Overload Gauge™ is your proof of measurable sustainable results. Workshop participants realized an **average total improvement of 28.3%**

- **Effectiveness 25%** —improving decision making
- **Filtering 26.3%** —prioritizing wisely
- **Control 29.0%** —managing demands and distractions
- **Filing 28.9%** —eliminating information clutter

"Baha, your **Value Measurement Framework** is a very effective tool. In the future this framework will help us focus on the right customers - customers who respect our product leadership and who appreciate our value as partners in long-term relationships.

On behalf of our management team thank you for your integrity, professionalism and good effort."

**JOHN OGILVIE,**

**PRESIDENT AND CHIEF EXECUTIVE OFFICER, KILDARA CORPORATION**

"Your input in these meetings was of great value...The following are some of the comments given in the workshop evaluation survey:

- Highly productive and stimulating
- I have been given a resurgence of energy I needed, ...
- It helped me see how business development sales and customer service depend on each other.
- Very positive workshop; helped me refocus ...

"Baha, I have personally used some of the ideas in **your Business Development Framework and Value Measurement Framework** and find them helpful as I develop and implement our sales and marketing strategies."

**RON HOFFMAN,**

**VICE PRESIDENT, GAMMA-DYNACARE MEDICAL LABORATORIES**

## Imagine the Benefits

Take a moment to imagine the benefits of focusing on your higher value roles, goals, and activities. Imagine more effectiveness and less stress. Like many of our clients what you imagine can be your true experience.

Contact us today to find out how the Competing On Value Workshop can noticeably improve your personal and corporate effectiveness by overcoming work and information overload.

## More?

**Test your personal overload gauge:**

<http://www.nomoreoverload.com/test.html>

**90 second intro video:**

<http://www.nomoreoverload.com/media/PP/OOW-Intro/index.htm>

**Client evaluation letters:**

<http://www.nomoreoverload.com/ClientSay/Sats.html>