

ValueSelling Framework® Delivered Virtually

Same principles, same tools,
same outcomes—different delivery

Prospects in ‘fear’ mode?
Trouble closing deals virtually?
Pipeline stalled?

Most of us have had to adjust to changes in how and where we conduct business. Yet, sales quotas still remain.

In this new work environment, how do you get your team back to basics and focused on their pipeline?

Meet revenue goals by keeping your team sharp

ValueSelling Associates has offered VILT for over a decade and during that time, we’ve learned a lot, iterating our approach and tools to keep learners engaged. Our VILT workshops offer the same principles, same tools, and same outcomes, with virtual delivery to ensure your global teams stay sharp and productive.

Given today’s reality, virtual instructor-led training (VILT) is an optimal way to return to basics. No matter where

you’re located, the ValueSelling Framework VILT workshop gives you the same principles, the same tools and the same outcomes...without having to travel.

“I have to recognize you for proving that a virtual workshop could not only be effective, but an absolute blast! You kept us engaged and the pace was good. I learned a ton, and honestly was more engaged than I would have been in a larger class where I could have stayed out of the spotlight. Thank you!”

Sales Rep, SaaS enterprise



Both TrainingIndustry.com and Selling Power have named ValueSelling Associates to their annual Top 20 Sales Training Companies list.





Gain a command of the simple, yet powerful, ValueSelling Framework methodology. The VILT workshop helps participants:

- ✔ Assess the opportunity
- ✔ Understand buyer's motivation
- ✔ Uncover value
- ✔ Identify power
- ✔ Ask better questions
- ✔ Differentiate
- ✔ Craft a mutual plan
- ✔ Close the sale

How VILT supports your learning objectives:

- ✔ Same principles, same tools, same outcomes as an in-person workshop
- ✔ More activities and exercises to keep learners engaged
- ✔ Same number of simulations to practice the ValueSelling Framework
- ✔ More individual interaction and coaching by facilitators due to smaller VILT group sizes

Make sure your team stays ahead by enrolling them in the ValueSelling Framework VILT workshop. With a common language, skills and tools that enable value-based conversations, you'll turn hit-or-miss salespeople into a winning sales team that is deliberately creating, qualifying, advancing and closing opportunities.

Use the ValueSelling Framework to achieve measurable results:

- ✔ Increase deal size
- ✔ Eliminate "no decisions"
- ✔ Improve win rates
- ✔ Reduce onboarding time
- ✔ Increase sales productivity

"I had my doubts about this virtual training approach, especially given the tech limitations of some of our team...but I'm glad to say I was wrong. The sessions were exciting and now, 90 or so days after the training, we're seeing a 17% decrease in average sales cycles combined with an increase of nearly 19% in average deal size. Well done!"

VP of Sales, AI-powered analytics firm



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