

**WINNING
MORE IN
THE ERA
OF VALUE
COLLAPSE**

Your sellers are unprepared and ill-equipped to beat their prospect's playbook.

In the era of value collapse, overcoming the 3 Deadly Cs is the way to escape your impending irrelevance and return to real sustainable growth.



DOES THIS SOUND FAMILIAR?

“We can’t get meetings anymore.”

You’re told prospects won’t respond to emails or calls. Are they really that busy? Or is what you’re saying just not getting attention or connecting to their priorities?

“Relationship-building is harder than ever.”

You’re told that relationships can’t be formed over a Zoom call, but was the prospect ever really interested in small talk? What if you could bring more value to the table instead?

“Prospects move at their own pace.”

You’re told your long sales cycle is some kind of badge of honor, but if your prospect was really motivated, wouldn’t they get it done a lot faster?

WHAT'S REALLY GOING ON?





The biggest current threat to any B2B organization is becoming a commodity in their prospect's eyes.

What's making it worse? Decision teams keep getting bigger and they ignore sales teams until the very end of their buying journey.

These factors force an unavoidable race to the bottom where price becomes the dominant deciding factor... It's where margins get drained and great relationships go to die.

This race to the bottom is driven by what we call the 3 Deadly Cs - Compressed Selling Time, Consensus Decision Making and ultimately, the race to the bottom, otherwise known as Commoditization.

This race won't stop on its own and we believe sales teams are unprepared and ill-equipped for what's already happening to them.

There is a narrow path to avert these deadly Cs but doing so will require you to better define your value and your sellers better defend it if you want to compete in today's accelerating age.



Welcome to the Era of Value Collapse, you've been here longer than you knew.

We believe more value is being destroyed in the selling process than any other part of your organization and with your sellers being ignored until the very end of the prospect's buying journey, they have little ground left to defend your value.

Accelerating change will continue to cede more control to the prospect and artificial intelligence will soon be addressing their remaining questions your current sellers are answering today.

We're seeing a split where two types of sales have emerged, the Commodity Sale (where value has collapsed - sellers coming in too low and too late) and the Priority Sale (where remaining salespeople are more influential earlier in the sale and at a higher level).

When your organization can't properly define your value and your sellers and marketers can't defend it, your only option will be commodity selling. Unfortunately, most businesses are not designed to be the low cost producer.

**WHAT ARE
YOU UP
AGAINST?**



The 3 Deadly Cs

The 3 Deadly Cs have been affecting the B2B sale for years, and they're only getting worse, faster. To win the modern sale, you must address these barriers or you'll end up in the race to the bottom, where your prospects force you to compete on price.

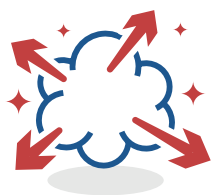




COMPRESSED SELLING TIME

1

Your prospect doesn't need your sellers to buy anymore. They control the sale, not you. A recent study by Gartner established that 83% of the buying journey is complete before your sellers even know there is an opportunity to be won. That means you've only got the last 17% to work with. Bad news, you're not the only one vying for that time. Between you and a couple of your competitors, you're each only left with about 6% of the time that remains.



CONSENSUS DECISION-MAKING

2

Decision making teams keep getting bigger; 8.5 is the average buying committee now. Every person added brings their own priorities and their own agendas to the table. The more people there are, the harder it is to get them aligned and moving towards a decision. Unfortunately, the easiest decision for them to agree upon is doing nothing at all, and that's exactly what they do, most of the time.



COMMODITIZATION

3

The race to the bottom is the end of the line. With the factors above in play, your prospect sees you and any competition as being the same. You look the same, act the same and sell the same. So what sets you apart? Nothing but price.

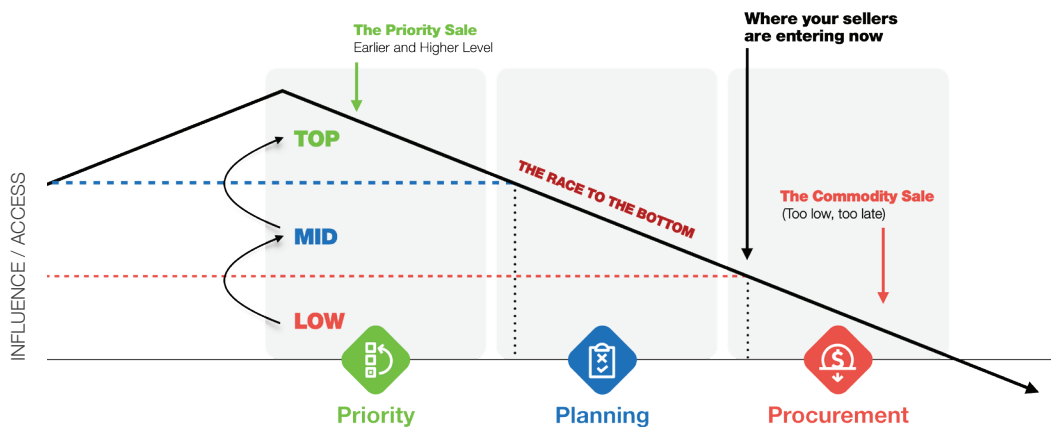
WHAT *must* ~~CAN BE~~ DONE?

To reach the trifecta of growth in revenue, market share and margin, here's what has to happen now:

1

Your only route is through selling earlier in the journey and at higher levels

While this seems simple enough, it's more challenging with revenue teams being unprepared and ill-equipped to get there. With marketing delivering leads, and your sellers entering, at the worst possible time, they're only able to compete at the commodity sale level.



Committing to The Priority Sale, where your revenue function is gaining access and influence earlier and at higher levels, there are two big challenges: you must define your value and your sellers must defend it. And while there's much appeal to this kind of access and influence, there are significant challenges to being equipped and prepared. No longer are your sellers having to just best their direct competitors (which happens with the Commodity Sale), they are now competing against every other great idea their prospect's organization is considering.



Ask Yourself ...

Your selling teams will be playing in a whole new arena where they are meeting with executives to provide valuable insights and lay the groundwork for prescriptive solutions. So, you have to ask yourself... are they prepared and equipped for this transition?

Three key frames your organization must set when taking this route:

1. Your sellers must become familiar with how their prospect's brain makes decisions and how it prioritizes; your messaging must be aligned to this.
2. They can no longer sell to "pain points", focus solely on threats.
3. Everyone must see the limitation to solution selling. Every idea brought to this level is a solution to a pain point, and the vast majority of these ideas / solutions don't see the light of day.

Let's discuss next how to define and defend your value so you're recapturing and even growing your value.

2

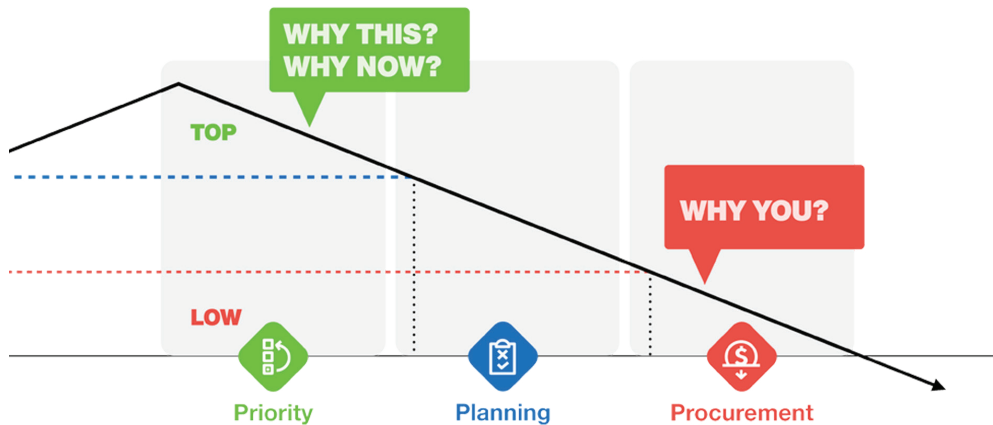
Organizations must develop their real impact and then connect it to their prospect's top-level threats.

Define Your Value (Equip Your Sellers)

Information parity and the growing application of AI in the B2B buying process is helping decision makers create their shortlist without speaking to ANY salespeople. Now knowing 83% of the buying process is completed before sellers are invited in, which is also where marketing leads are generated, the vast majority of sellers have not adapted to the change in prospect buying. They've just gone along with it. And you will now be paying the price!

Instead of understanding the real decision maker's priorities and selling there, they're left chasing opportunities already created by their prospect in which vendors have already been commoditized. The result...they're engaging in the race to the bottom on pricing to be competitive. Margins are eroded, profits are diminished and significant amounts of time and resources are spent chasing largely unwinnable and/or low margin opportunities.





Determining if your team is able to define and defend your value comes down to a simple and eye-opening exercise.

There are two types of “Why” questions, depending on the type of sale. At the Commodity Sale...the prospect just wants to know “Why you?”. You have a couple of other competitors who’ll also be answering this same question.

At your next sales meeting, give your sellers 30 seconds to answer it. How does their answer feel to you? Is it done in a way that feels differentiated? Does it sound like what your competitors will be saying also? Knowing your prospect’s brain already believes all competitors are pretty much the same, does your seller’s answer to “Why you?” reinforce those beliefs?

Here’s where it gets more complex. The Priority Sale requires a couple of different, and more challenging, “Why” questions. This is understandable, since your sellers are wanting higher level access earlier in the buying journey; in many cases before the prospect even thinks they need what you offer.

The two “Why” questions you’ll need to answer here are: “Why this?” (this = your idea or this threat) and “Why now?”

Give your sellers 30 seconds to answer these questions and listen to their responses. You, being an executive, ask yourself, would you take a meeting with them?

This quick litmus test provides a window to a.) how defined your value is and b.) how able your sellers are to defend this value.

3

Sellers must evolve the way they provide and protect value in pursuit of revenue.

Your sellers must be able to defend your value.

Once you're able to answer "Why This?" and "Why Now?" as part of your Priority Positioning™, you now have the foundation to start gaining earlier access and at higher levels.

You must now turn your focus to developing and reskilling your sellers to sell much differently than they currently are. We believe the effort to adjust from the commodity sale to the Priority Sale will be one of the biggest shifts taken by sales teams since the advent of the profession.



We've seen the results from not making the shift, impacted by the 3 Deadly Cs. Your sellers are now down to 6% actual face time throughout the buying journey, it's the worst possible time for them to enter the sale (when the prospect is already shopping solutions) and AI will soon replace human sellers at this point, especially since they're just answering questions, being helpful and quoting products. This inescapable situation is what comprises the commodity sale.

Moving to the Priority Sale you will see:

- **Demands are Different**

Your sellers need to approach more senior leaders with ideas that will gain their attention.

- **Competition is Everyone Now**

Your sellers now have to compete against every other great idea the organization is considering.

- **Self-limiting Beliefs and Behaviors Wreak Havoc**

Your sellers will push back on adoption and will face performance hurdles that seemingly defy logic, but are very real.

WRAPPING UP:

THE GOOD NEWS...

Once mastered and the culture is shifted, your sellers will move from 6% facetime at the worst possible time to nearly 100% influence and access.

And knowing that all growth begins with telling the truth, there is a path...

NOW WHAT?

RPG deploys our Priority Sale™ Methodology to strengthen revenue systems & cultures; helping you prosper through the accelerating change driving today's era value collapse.

It's the only selling system designed specifically to help you battle the 3 Deadly Cs by winning the prospect's brain, winning their buying journey and winning the deal that's great for everyone.

Your organization needs modern answers to modern challenges. We train, coach and empower sellers and marketers to win **MORE:**

MORE access to real decision makers.

MORE influence through alignment to priorities.

MORE value delivered at every moment of truth.

WANT MORE?

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