

# Value Selling

## Quantifying and Communicating Business Impact

Sales Methodology Guide · [convinco.co](https://convinco.co)

### Overview

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Value Selling is a methodology that shifts the entire conversation from product capabilities and price to quantified business outcomes. In a world where buyers are under more scrutiny to justify every purchase, the ability to build a rigorous, credible ROI case is often the difference between a deal that closes and one that dies in procurement.

Value Selling practitioners build business value frameworks, develop ROI calculators, and train reps to co-create the financial justification for the purchase with the buyer — so the buyer can defend the decision internally even when the seller isn't in the room.

### The Framework

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#### Identify Value Drivers

What are the specific, measurable ways your solution creates value? Common categories: revenue increase, cost reduction, risk mitigation, time savings, productivity gains. Map each to a specific product capability.

#### Quantify the Baseline

Work with the prospect to establish their current state metrics. 'How many reps do you have? What's your current conversion rate? What's your average ramp time?' Without a baseline, you can't calculate improvement.

#### Build the Value Case

Apply your improvement assumptions to their baseline numbers. Be conservative — buyers trust conservative projections more than optimistic ones. Show the math. Make it auditable.

#### Validate with the Buyer

Present the value calculation and ask them to confirm or adjust the assumptions. Their input makes it their number, not yours.

## Connect to ROI and Payback Period

Calculate total investment (including implementation, training, and ongoing cost) vs. quantified value. Show time to break-even and 3-year NPV.

## How to Use on Sales Calls

<b>Discovery</b>	Ask metric-focused questions: 'What's your current X?' 'How much time does Y take?' 'What would a 10% improvement in Z mean for the business?'
<b>Value Workshop</b>	For larger deals, run a dedicated Value Workshop call where you collaboratively build the business case with the economic buyer.
<b>Proposal</b>	Lead your proposal with the value case — not your feature list. The first section should quantify what the problem costs them today.
<b>Negotiation</b>	When price pressure comes, anchor back to the value case. 'Based on the numbers we built together, at \$X, the ROI is Y in the first year.'

## Pro Tips

- Build a value calculator your prospects can self-populate before demos.
- Have conservative, moderate, and optimistic value scenarios prepared.
- Get the economic buyer to validate assumptions — it becomes their business case, not yours.
- Track customer outcomes post-sale and use them as benchmarks in new value calculations.

## Powered by Convinco — Your Invisible AI Sales Copilot

Every sales methodology in this guide becomes dramatically more effective when your reps can execute it flawlessly on live calls — without relying purely on memory or experience. That's exactly what Convinco enables.

### Key Features

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#### ◆ Real-Time AI Guidance

Convinco listens to your live call and surfaces the right question, reframe, or talk track at exactly the right moment — invisibly, so your prospect never knows.

#### ◆ RAG-Powered Knowledge Base

Upload your whitepapers, battle cards, pricing sheets, and case studies. Convinco instantly retrieves verified answers to complex technical questions mid-call.

#### ◆ Objection Handling

Never freeze on a tough objection again. Convinco generates contextual, on-brand responses based on your playbook and the live conversation.

#### ◆ Shadow Mode for Managers

Sales leaders can enforce their winning playbook across the entire team without joining every call. Scale coaching effortlessly.

#### ◆ Post-Call Speech Analysis

After every call, get feedback on tone, filler words, pacing, and clarity — so every rep improves with every conversation.

#### ◆ Cross-Platform Compatibility

Works with Zoom, Google Meet, Teams, and virtually any calling platform. Zero friction to get started.

**Never freeze on a sales call again.**

Equip your reps with an invisible, real-time AI sales copilot.

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