We know that articulating your value proposition can be a challenge. It’s easy to get caught up in the detail of your product/service, but your potential customers may not be interested in features, they want to know how it will solve their problems, save them money or protect them from risks.

Effectively articulating how your offering could help buyers achieve their goals is essential. If you are not communicating this successfully, then you could be left exposed to potential erosion of margins and you could struggle to build relationships that last.

ITM’s one day Value Based Selling training course will help you get down to the nitty gritty, build trust and create a proposition that doesn’t feel like a sales pitch!

This course will help you discover ways to more effectively promote the value of your offering in a way the buyers can relate to. Be an educator not a salesperson!

This course will cover:
- Understanding strategic solutions for a mature programme
- Buyer/Supplier rules of engagement
- Travel programming, project management, and Implementation
- How buyers communicate and engage with their travellers
- MI and business intelligence - Understanding travel risk and mitigation
- Compliance - the legal importance

What delegates say about this course:
"ITM Training has given me the insight I needed to see things from the buyers side and adapt. With examples that really spoke to me, it was easy to put the methods and advice into action, pretty much immediately. Excellent content and delivery, I am already seeing the results and feedback from my key customers." - Richard Morse, Key Account Manager, Accor UK & Ireland

"I am personally a big fan of the ITM Training courses, they bring immense value to our everyday work. The course content is, as always, thoughtfully designed to learn, exchange ideas and address the various challenges and complexities of the ever dynamic and rapidly evolving Business Travel Industry. Also, they are a great way to meet and network the industry colleagues that have varied experience and backgrounds." - Prashanth Ayyagari, Director - Global Sales - Corporate & MICE, Taj Hotels