



This page provides **Manager's Notes for Participant Handout Page 1**. Use as a reference and guide for planning and leading an interactive sales meeting or coaching session. It is meant to be a general guide and not a script. Add your own examples and wording.

<b>Manager's Notes for Participant Handout Page 1</b>		<b>Notes</b>
<b>Brainstorm Activity and Discussion: What are your Sources of Value?</b>		
<b>Estimated Time</b>	20 minutes	
<b>Purpose/Objectives</b>	<ol style="list-style-type: none"> <li>1. State the overall purpose of the session (see comment #1 in Teaching Tips and Suggested Sequence below).</li> <li>2. Generate and discuss a consolidated list of the "sources of value" that your company, products, and services can provide to customers.</li> </ol>	
<b>Teaching Tips and Suggested Sequence</b>	<ol style="list-style-type: none"> <li>1. Begin this teaching session by saying something like, "The purpose of this segment of the sales meeting is to improve our ability to sell on value rather than price. You already do this well but we want to use today's meeting to share some practical tips and guidelines so that we can use value selling to differentiate us from our competition and win more business."</li> <li>2. Say something like, "Let's begin with a brainstorm activity to generate a list of our sources of value. Please take a couple minutes to individually fill out the top of Part 1 on page 1 titled Individual Answers."</li> <li>3. After everyone has finished writing his/her individual answers for Part 1, divide the sales team into two or more small groups of 2 to 5 people each. Tell each group to take up to 10 minutes (less time if the group size is small) to consolidate their individual answers from Part 1. If possible, have enough flipcharts so that each group can write their consolidated answers on a flipchart. Otherwise, each group can write their brainstorm answers in the middle portion of page 1 labeled "From Group Discussion."</li> <li>4. When every group has finished the brainstorm activity, a spokesperson from each group should read aloud their consolidated list of Sources of Value. <b>Important:</b> Write down on a flipchart or whiteboard the collective answers from the groups. This list can be typed and sent to everyone as a post-workshop resource, and will be used throughout today's training session.</li> <li>5. You should praise them for their answers and also add some additional "sources of value" if you feel that the sales team has overlooked anything.</li> </ol> <p><u>Note:</u> <b>Do not do Part 2 yet at the bottom of page 1.</b> You will do Part 2 after teaching the next page in the Participant Handout.</p>	