

# Value-Driven Sales

## A Planning Roadmap for Closing the Gap

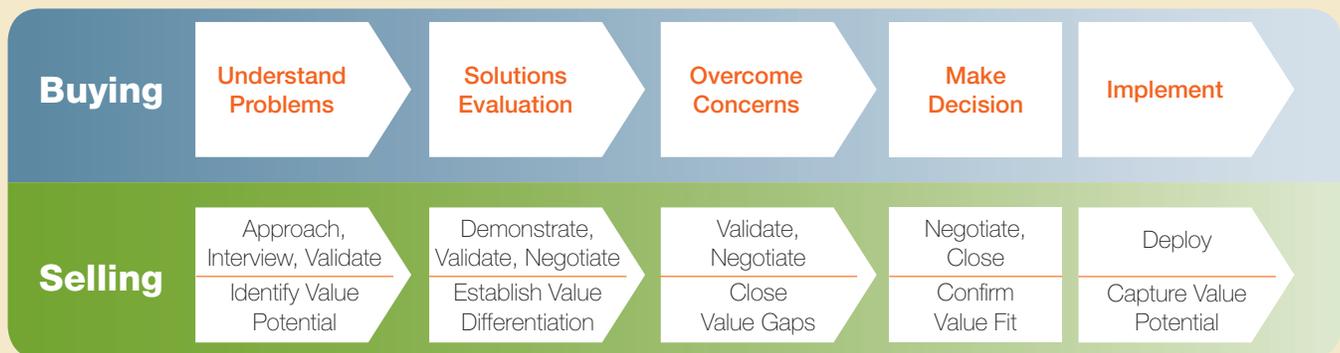
A solution-selling approach is intended to help salespeople focus their client conversations around value creation versus price so they can better differentiate themselves in a highly competitive market. Yet for all the buzz surrounding solution selling, many organizations still struggle to execute on it. What's holding them back?

*A Value-Driven Sales Process ensures the shift to solution selling really happens. It bridges the gap between concept and bottom-line results.*

Many banking and financial institutions are realizing solution selling, on its own, isn't enough to drive the results they need. A Value-Driven Sales Process gives sales teams the system and behavioral alignment to effectively differentiate your value by:

- ➔ Establishing and maintaining trust.
- ➔ Shifting mindsets about selling.
- ➔ Anticipating segmented customer needs and wants.
- ➔ Creating a framework for operating with integrity.

**A Value-Driven Sales Process is the foundation for aligning the way people sell with the way your customers buy.**





## Aligning Capabilities for Executing a Value-Driven Sales Process:

Think about how you identify your bank's value.

*Is it tied to your products and services, or to the kinds of problems your solutions solve?*

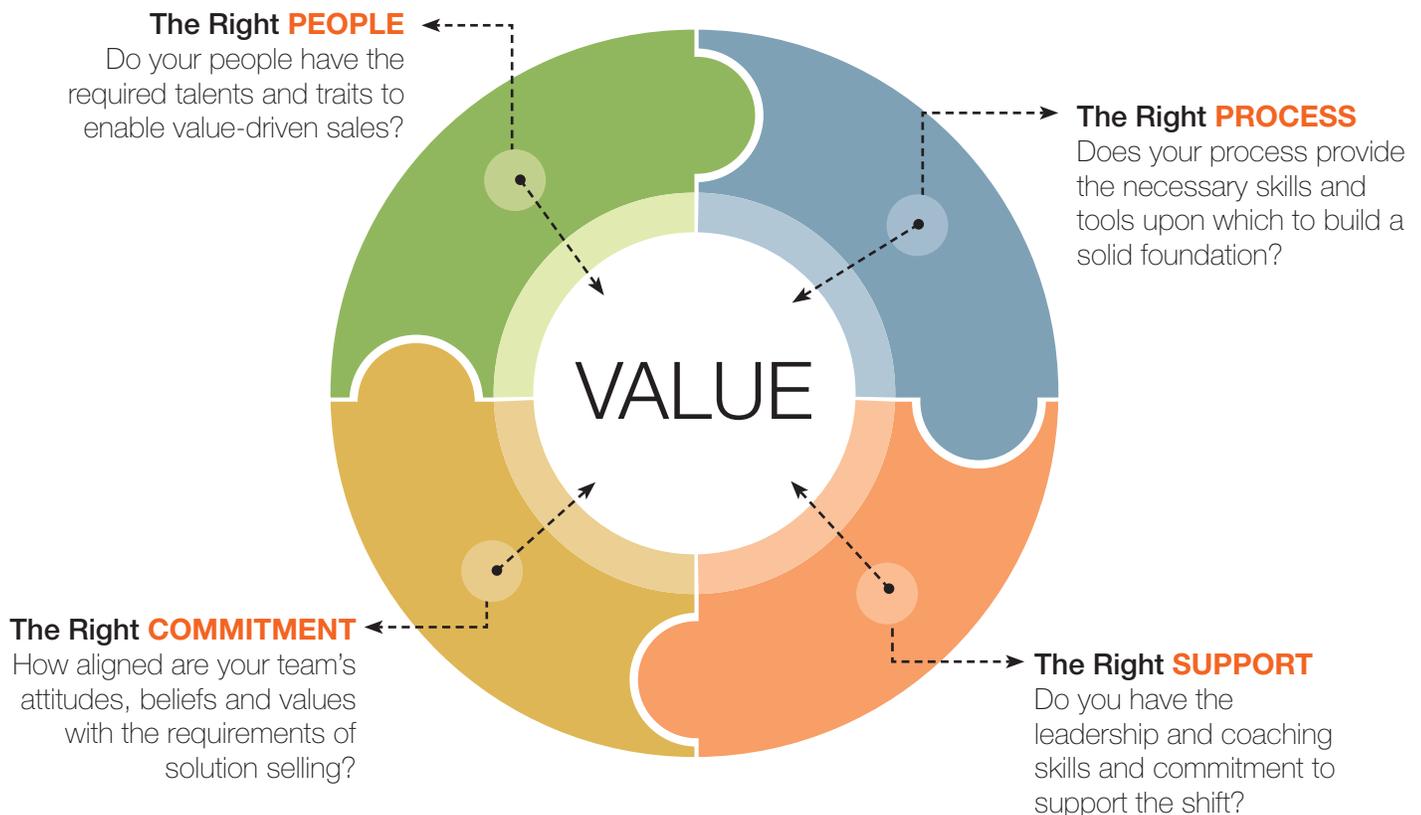
Top performers exceed customer expectations by consistently engaging in behaviors that demonstrate a solutions mindset.

*Are your sales and service teams solving the right problems, in the right way, and at the right time?*

Your bank's mission, vision, values and leadership must all reinforce your ability to deliver value.

*Is every person—across the entire organization—accepting their responsibility in the value-creation process?*

## Performance Drivers = Providing Meaningful Value from the Customer's Perspective



## Enabling a Value-Driven Sales Process: Developing Your Action Plan

To make the shift, determine how aligned your organization is and how engaged your sales teams are with a Value-Driven Sales Process.



### Get the Data to Close the Gap

According to PWC's Retail Banking 2020 report, 61% of bankers consider a customer-centric business model to be very important, but less than 20% are very prepared for it.

Click on the link below to request an evaluation of your key performance drivers and receive a targeted action plan for enabling a Value-Driven Sales Process.

<http://www.integritysolutions.com/go/market-success-challenge>

### About Integrity Solutions

Integrity Solutions helps organizations create customer value that translates into long-term customer loyalty, increased sales and market share growth. Our unique blend of experiential learning and ongoing reinforcement develops employee engagement, promotes emotional intelligence and continually improves skills and abilities.

Our values-based approach to relationship building has been the competitive advantage for more than 2,000 organizations. Visit us online to learn more about our solutions and approach:

[www.integritysolutions.com](http://www.integritysolutions.com).

**For more information contact:**