

The Value Creation Roadmap™

How to Connect Your Solutions to What Matters Most to Your Customers and Drive Measurable Impact.



**COMMON
SENSE
SELLING™**
SIMPLIFY. FOCUS. SUCCEED.



EXECUTIVE SUMMARY

**Customers don't buy products or services.
They buy outcomes and results.**

Top performers don't just present solutions.
They help customers see the value, impact and return before a decision is made.

The Value Creation Roadmap™ is a simple, five-step process that helps you connect your solution to what matters most to your customer—financially, operationally and strategically.

**When you create value, you create trust.
When you create trust, you win.**



THE VALUE CREATION ROADMAP™

Follow these five steps to build value that wins.



1. DISCOVER WHAT MATTERS MOST

Go beyond surface level needs.
Ask better questions. Listen deeply.
Uncover what's truly important.



2. QUANTIFY THE IMPACT

Turn problems into numbers.
Identify the cost, risk and missed opportunities. Make it real.



3. CONNECT YOUR SOLUTION

Link your solution to their priorities.
Show how it solves the root cause and delivers what matters most.



4. CALCULATE THE VALUE

Build the business case together.
Show the financial, operational and strategic return on investment.



5. CONFIRM AND COMMIT

Validate the value. Address concerns.
Align on next steps and expected outcomes.
Secure commitment.



THE CLOSING THOUGHT

The best solutions don't sell themselves.
The best sellers connect solutions to real outcomes.
Use the Value Creation Roadmap™ to lead conversations that create value, build trust and win more business.
Value wins. Every time.



WHY VALUE CREATION MATTERS

Most sellers talk about features and functions.
Top performers talk about impact and results.

When you focus on value, you:

- ✓ Differentiate yourself from the competition
- ✓ Build stronger, longer-term relationships
- ✓ Increase win rates and grow deal size



COMMON SENSE INSIGHT™

Customers don't care how much you know until they know how much you care about their success.

**Create value. Solve problems.
Make an impact.**



THE DIFFERENCE IT MAKES

Same solution. Different approach. Different result.

WITHOUT VALUE CREATION		WITH VALUE CREATION
Focus on features	>	Focus on outcomes
Talk about what you do	>	Talk about what they achieve
Price is the deciding factor	>	Value is the deciding factor
Short-term transactions	>	Long-term partnerships
Compete on price	>	Differentiate on impact
Deals are unpredictable	>	Deals are more predictable

Value changes the conversation. And the outcome.



LEADERSHIP CHALLENGE™

Review your active opportunities.

- What value are you helping your customer create?
- What impact are you helping them achieve?
- How are you measuring and communicating it?

Take one opportunity this week and strengthen the value case.

Stronger value. Stronger results.



CLOSING THOUGHT

You don't close deals.
You close value.
Lead with value. Deliver impact.
That's how you create raving fan customers.
That's Common Sense.



COMING UP NEXT
ARTICLE 4

The Sales Performance System™

How the three operating disciplines work together in one integrated system to drive consistency, predictability and continuous growth.