

8-Point Value Seller's Checklist

This checklist helps you focus on what is essential in value selling and customer value creation. Print and fill in one for each customer case.

Point	Statements for the Value Seller	Status (Yes/No)	Next logical step(s)	Dead-line
1	I understand the customer's problem and what the customer would like to achieve.			
2	I believe we can solve the customer's problem and help achieve what the customer is aiming at (within a budget that is reasonable for the customer).			
3	I have discussed with the customer how their purchasing process looks like, what happens and who are involved in each step.			
4	I am aware of the customer's decision-making process and criteria used for making the purchase decision.			
5	I have all the relevant information (regarding the customer's situation) to make my calculation for quantifying the value for the customer.			
6	I have communicated the business impacts of our offering to all the relevant people at the customer and they trust me and us as a partner.			
7	I have helped the customer make their purchasing decision easy and have developed a compelling reason for them to buy from us.			
8	The value created for the customer was afterwards evaluated and monitored, and I have communicated this to the customer, who agrees.			

For more information and additional value sales tools, please see www.paulviio.com or contact value sales specialist Dr. Paul Viio by email paul@paulviio.com or phone +33 (0)67 863 6554 or +358 (0)45 847 6337. Let us help improve your sales and business performance.