Category

Commercial Excellence

Value-Based Selling & Commercial Narratives Playbook

Selling on quantified value the customer can defend internally, not just features and benefits

- Practitioner
- Intermediate
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- Administrator
- 01 March 2022
- 3 minute(s)

Overview

A framework for value-based selling and commercial narrative development — building sales conversations around quantified customer value the buyer can defend internally to their own stakeholders, rather than feature-and-benefit selling that doesn't equip buyers to justify the purchase within their own organization.

How is value-based selling genuinely different from simply

emphasizing benefits over features in a sales pitch? Value-based selling specifically means quantifying the customer's expected value (cost savings, revenue impact, risk reduction) in terms the buyer can use to justify the purchase internally — this is more specific and

rigorous than general benefit-oriented messaging, and requires genuine quantification, not just qualitative benefit statements.

Why does quantified value matter especially for complex B2B sales

with multiple stakeholders? The actual buyer often needs to justify the purchase to other internal stakeholders who weren't part of the sales conversation — a quantified value narrative gives them concrete language and numbers to make that internal case, which qualitative benefit descriptions alone don't provide.

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