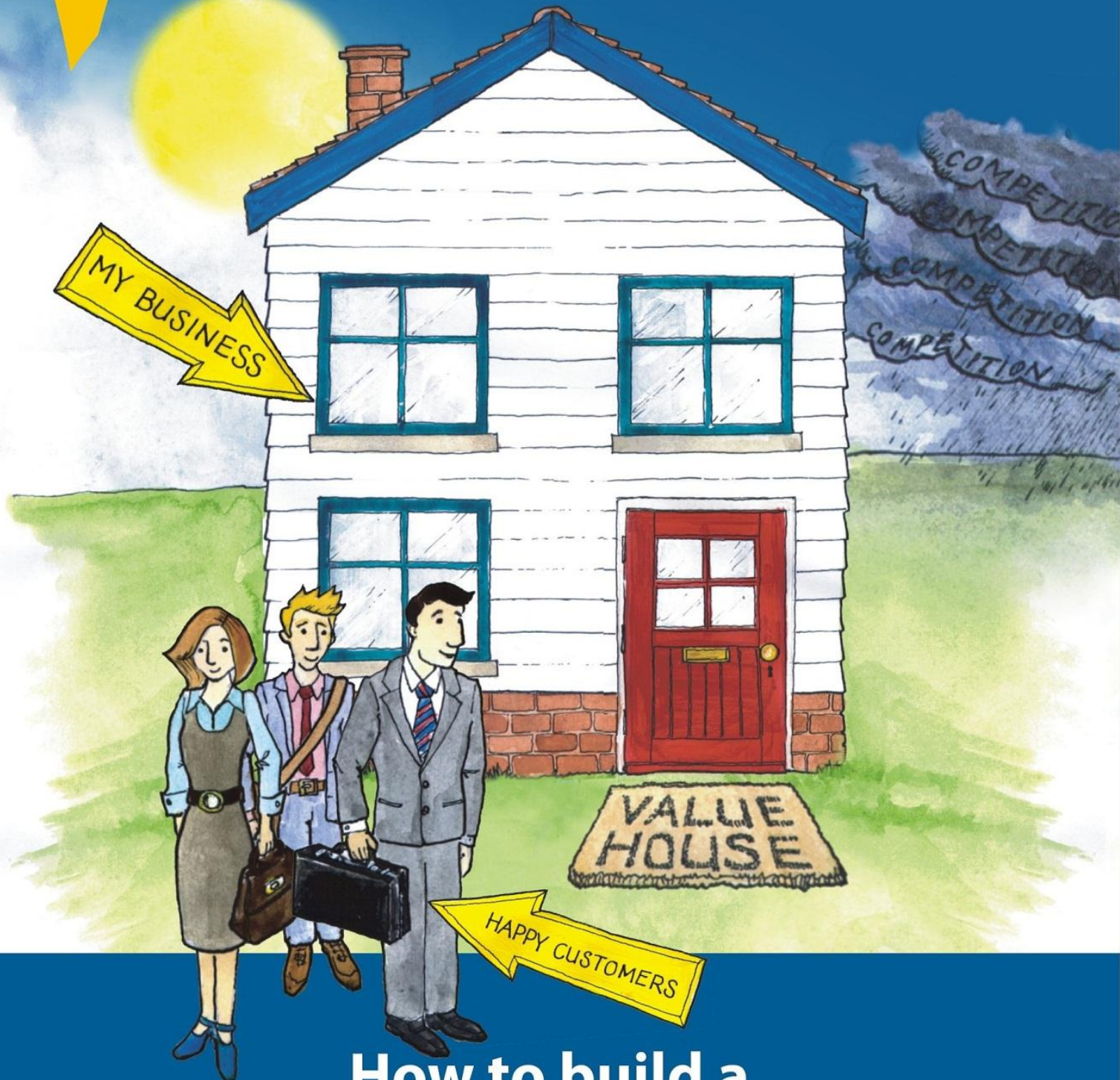


*"I highly recommend it..."*

Tom Hopkins, author of *How to Master the Art of Selling*

# THE **VALUE** HOUSE



How to build a  
**price resistant** sales approach

**NICK BALDOCK**

## Authors Details

### Developed by Nick Baldock

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# Instructions

*“All things being equal, the sale will come down to price. Our job is to show that things aren’t equal”*

## The Purpose of this activity

Every sales operation in a business (your business if you like) has to work out how it can build conceptually a value proposition or house. Building a value house will enable any business to adapt and change and react more effectively to their markets and their customers. Because the concept of ‘value’ is driven and measured by the customer not the seller – delivering true customer value will only be possible by listening, asking, adapting and changing as the world outside changes. This activity is the starting point is creating an effective value house for your business and customers and needs to be used in combination with the other activities from the Value House in order to gain the maximum benefit.

## Pre-Reading

On the following pages you will find a template for Activity One from Nick’s book – Value House. Reading the introductory chapter before starting this activity is recommended while not being mandatory. This chapter can be downloaded for free on the Value House website – [www.valuehousebook.com](http://www.valuehousebook.com)

## How to complete this activity

- You will need 20 – 30 minutes of solitude where you can be alone for a period to think and to write so turn off the phone, shut down the computer and close the door.
- With a pen or pencil in hand reflect deeply on each question in turn and brainstorm some answers for each as you go.
- Complete this activity by committing to some follow up actions in the form provided.

## What next..?

- Talk to a colleague about the questions from this activity, get them to write their own ideas down and then meet to discuss a consensus answer
- Continue reading the Value House
- Download additional Activities from [www.valuehousebook.com](http://www.valuehousebook.com)

# Value House Template

## Activity one – Reasons to build your own value house

### Question 1

What would the key benefits be for you if you built a Value House for your company?

**Benefit one**

**Benefit two**

**Benefit three**

# Value House Template

## Activity one – Reasons to build your own value house

Question 2 - What do you think would be the benefits to your customers and prospects if you built a Value House?

Identify ten main clients that you feel would most benefit. List them out on a piece of paper or on your computer.

	Client	Benefit
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

# Value House Template

## Activity one – Reasons to build your own value house

Question 3 – What is happening now in your company that you'd like to eliminate by building a Value House?

What is happening now?	Specifically what activity/behaviour would you like to eliminate?	Potential benefit

# Value House Template

## Activity one – Reasons to build your own value house

Question 4 – What things would you like to see happening in your company today that currently are not?

What is not happening now?	What specific activity/behaviour would you like to see?	Desired result



# Value House Template

## Activity one – Reasons to build your own value house

Question 5 – What things ARE happening today in the sales process that you'd like to see more of? This may be something either your customers/prospect are doing or saying, or your sales people are doing or saying.

What is happening now?	Specifically what would you like to see more of?	Potential benefit



# Value House Template

## Activity one – Reasons to build your own value house

Summarise your main learning points from this reflective exercise

What are you going to do as a result?

Action	By Whom?	By When?
<i>One suggestion: Ask a business colleague or mentor to complete this activity prior to meeting to agree a consensus answer</i>		

## The Value House Synopsis

### How useful would it be for your salespeople to avoid price resistance?

Whether you are completely new to sales or have many years' experience, the 'Value House' offers a fresh perspective on an old challenge, the price objection. It has a plethora of ideas and tips for those new to sales and an opportunity for those with experience to challenge some conventional thinking, reshape & refocus their ideas and to build on what they currently do.

Along the way it gives the reader lots of opportunities to build their own value house as the book offers 18 different activities they can do as they go along. The activities will help the reader develop and fine tune their own value house and how they can manage price resistance more proactively and more effectively.

The 'value House' is a book about dealing with the price pressure from customers, which has almost become the salesperson nemesis in most businesses. But are salespeople actually to blame? The 'Value House' sets out to understand why sales people get and fear price pressure and how best they can respond to it in a difficult economic climate.

### Five reasons to buy this book

1. **Win more profitable business** - in a competitive world this is a great opportunity to carve out more new business opportunities and to make your value proposition more attractive.
2. **Defend margins and profits** – increase your profit margins even without increasing your overall sales revenue. Sales are vanity – profit is sanity.
3. **Dramatically increase your sales toolkit overnight** – the most successful sales people in the world are the ones who have the widest choices of approaches to use so they can use the most effective one at the right time.
4. **Gain supreme confidence** – having a robust process that engages customers with your value and reduces or eliminates price pressure will boost your confidence & motivation leading to higher activity and better sales results for you!
5. **Save money and endless time** – You can either invest your whole life attempting to learn from the trial and error of your own sales efforts or you can simply apply a world of best practise solutions developed over decades by top sales people and compressed into this one book.

Order your copy @ [www.valuehousebook.com](http://www.valuehousebook.com)