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COURSE BROCHURE

Quantified Customer Value Selling Training Course

25 – 29 January 2027
Vienna

Quantified Customer Value Selling Training Course

Ref: 3047_115642 **Date:** 25 – 29 January 2027 **Location:** Vienna **Fees:** 5900 GBP

Quantified Customer Value Selling is a 1-week training course for account managers, sales leaders and bid teams who sell to organisations, and it ends with a quantified value proposition for a key account. Buying decisions now pass through larger buying groups that test every claim against cost, risk and return. Jupiter Prime Training runs this course for sellers who must prove customer value in numbers.

Why Quantified Customer Value Selling Matters Now

Three forces shape quantified customer value selling today. Procurement functions have grown more analytical and compare suppliers on total cost of ownership rather than list price. Buying groups have widened to include finance, operations, technical and risk voices, each with its own test of a proposal. A supplier that quantifies outcomes protects margin and shortens decisions; one that relies on feature lists is pushed into discount rounds.

Who Gains Most from Quantified Customer Value Selling

- Account owners responsible for growing revenue and margin in named strategic customers
- Sales leaders who coach sellers on pricing conversations and approve deal terms
- Bid and tender staff who write proposals answering formal evaluation criteria
- Pre-sales and solution specialists who translate technical capability into business outcomes
- Commercial analysts who build business cases and pricing scenarios for opportunities

A key account team gains most when its account owner, bid writer and solution specialist attend together and build one shared customer value case.

Quantified Customer Value Selling Capabilities

Participants move from describing what an offer does to calculating what it changes in a customer's operations, costs and risks.

- Map the members of a buying group and their decision criteria — opportunity qualification
- Calculate customer gains, cost avoidance and risk reduction in the buyer's own metrics — finance approvers
- Build a value proposition that links each capability to a measured outcome — the economic buyer
- Structure multi-meeting sales conversations around discovery evidence — deal progression
- Defend price with value trade-offs instead of discounts — margin protection
- Test assumptions in a value case with the customer before submission — proposal credibility

Key Quantified Customer Value Selling Terms

- Buying group — the set of people across functions who influence, evaluate and approve an organisational purchase.
- Economic buyer — the person who controls the budget and gives final approval for the spend.
- Value driver — a business outcome, such as lower downtime or faster cash collection, that an offer measurably improves.
- Total cost of ownership — the full cost of acquiring, running, maintaining and retiring a purchase over its useful life.
- Value case — a document setting out quantified customer gains, the assumptions behind them and the evidence supporting each figure.
- Price concession trade — an exchange in which any price movement is matched by a change in scope, volume or terms.

Quantified Customer Value Selling Day by Day

Day 1: How Organisations Buy

- Buying Group Mapping — Who Shapes, Evaluates And Signs The Decision
- Buyer Decision Stages — Where Sellers Add Evidence Or Lose Ground
- Procurement Evaluation Criteria — How Proposals Are Scored And Shortlisted
- Stakeholder Priority Grid — Which Concerns Each Function Brings To Meetings
- Account Opportunity Qualification — Whether To Invest Pursuit Effort Now

Day 2: Finding and Measuring Customer Value

- Value Driver Discovery Questions — Which Outcomes The Customer Truly Prioritises
- Baseline Metric Capture — Agreeing Current Performance Before Proposing Change
- Cost Avoidance And Revenue Gain Calculation — Sizing The Financial Effect
- Total Cost Of Ownership Comparison — Countering Low Bid Price Arguments
- Risk Reduction Quantification — Valuing Fewer Failures, Delays And Penalties

Day 3: Building the Value Proposition

- Capability To Outcome Linking — Turning Features Into Measured Customer Gains
- Competitive Differentiation Matrix — Where The Offer Outperforms Alternatives
- Value Case Structure — Presenting Assumptions, Evidence And Payback Clearly
- Role Specific Messaging — Adapting The Case For Finance And Operations
- Reference Evidence Selection — Choosing Customer Stories That Support Claims

Day 4: Complex Conversations and Price

- Multi Meeting Sales Conversation Plan — Sequencing Discovery, Proof And Commitment
- Executive Briefing Preparation — Earning Time With The Economic Buyer
- Objection Handling On Value — Responding When Figures Are Challenged
- Price Defence And Concession Trading — Protecting Margin In Final Rounds
- Mutual Action Plan — Agreeing Next Steps And Decision Dates With Buyers

Day 5: Practising the Quantified Value Proposition

- Key Account Buying Group Review — Applying Mapping To A Live Customer
- Value Driver Calculation Clinic — Testing Figures With Peer Challenge
- Price Negotiation Rehearsal — Defending The Case Against Discount Pressure
- Executive Presentation Practice — Delivering The Case In Fifteen Minutes
- Quantified Value Proposition For A Key Account — Final Case For Approval

Applying Quantified Customer Value Selling After the Course

- Run a baseline metric session with one key account to confirm current figures behind your value drivers.
- Lead a deal review where each open opportunity is scored on buying group coverage and the strength of its quantified customer gains.

Quantified Customer Value Selling Questions FAQ

What is quantified customer value selling and why does it matter now?

Quantified customer value selling is the practice of proving, in the buyer's own metrics, what an offer will change for the customer. It matters now because wider buying groups and analytical procurement teams reject claims that are not backed by figures and evidence.

Which roles gain most from quantified customer value selling?

Account managers, sales leaders, bid writers and pre-sales specialists gain most from quantified customer value selling.

How does quantified customer value selling differ from a general sales skills course?

Quantified customer value selling focuses on calculating and defending customer gains rather than on rapport, prospecting or closing techniques. It suits larger organisational deals with several approvers.

What do you bring back from quantified customer value selling training?

You bring back a quantified value proposition for one of your own key accounts, with a mapped buying group, calculated value drivers and a price defence plan.

Quantified Customer Value Selling: The Way Forward

The quantified value proposition for a key account first informs whether to submit, hold or revise the offer and at what price. Account owners use it with the economic buyer, while bid teams draw on its figures for tender responses. After its first use, revisit the baseline metrics with the customer, since agreed gains become the reference for renewal conversations.