

5 THURSDAY, 28 NOVEMBER

09:00 - 16:30

Breakfast/Registration
Workshops
 Morning Break
 Networking Luncheon
 Afternoon Break
 Workshop Reception

LEVEL 400 COURSE | B2B AND B2C THEMED

VALUE SELLING

As the pace of competition quickens, companies are lamenting and struggling with the “commoditization” of their products and offerings, and the pressure on their price margins. While there is much discussion on the merits of value-selling, sales and marketing personnel continue to wrestle with how to operationalize value-selling.

True value-selling requires a paradigm shift in how one presents the benefits of the products/ services as a total offer with a high degree of customer empathy for each specific client. Value-selling is more a process of evangelizing than selling.

This workshop will focus on how to conceptualize value, customer’s total cost of adoption, how to create, nurture and maintain value perception and above all, how to effectively extend the competitive advantage sustainability of one’s offering through the building and fostering of the tacit dimension of total value.

ATTENDEES WILL LEARN:

Customer empathy	Conceptualization of value	Total cost of adoption	Quantifying customer perception of value
Communicating value	Evangelizing vs. selling	The tacit dimension of value	Extending the sustainability of competitive advantage in maintaining value

PRESENTED BY:



Lillian L. Cheng
 Partner, Cheng Monroe & Associates

Lillian is an advisor, consultant, and researcher in strategic pricing leadership. She has taught at several universities and her research interests are in leadership, change, marketing channels, marketing strategy and pricing.

She has worked with various international businesses including Internet start-ups, luxury brand companies and high-tech firms. As International Marketing Director for Acer Incorporated in Taiwan, she managed the worldwide change and transition of its corporate and brand name from Multitech to Acer.

She currently teaches leadership, disruptive change, innovations, value-selling and pricing at the National University of Singapore and consults globally.