

Workshop Overview:

Mastering Discovery and Value Mapping for Enterprise Technical Sales

Audience

This two-day in-person workshop is designed specifically for enterprise tech sales teams, tailored to the needs of Account Executives (AEs) and Sales Engineers (SEs) responsible for selling complex solutions. It's ideal for sales leaders with teams of 10-30 who seek to elevate their team's discovery and value-mapping skills to drive deeper customer engagement and accelerate deal advancement. This workshop provides a structured approach for teams to go beyond surface-level insights, uncovering and mapping customer motives and value needs, to win more complex deals faster.

Workshop Structure and Content

The program leverages a blended learning model, combining pre-workshop assessments and foundational materials with in-depth, hands-on sessions and post-workshop virtual follow-ups to sustain learning and support real-world application.

Pre-Workshop Preparation

- **Assessments:** Each participant completes a discovery and value-mapping skills assessment to benchmark current capabilities and identify development areas.
- **Pre-Reading & Case Study:** Participants receive core materials on the MOVE framework and an industry-specific case study to prepare for practical exercises.

Day 1: Building Discovery Depth and Customer Motive Mapping

- **Introduction to the MOVE Framework:** A deep dive into the MOVE framework, emphasizing techniques for uncovering customer motives and identifying points of opportunity and engagement that drive competitive differentiation.
- **Advanced Discovery Skills:** Interactive exercises to develop more effective questioning techniques, gain deep insights into customer pain points, and identify buying triggers unique to complex B2B sales.
- **Engagement Strategies for Multiple Stakeholders:** Building skills to establish credibility and rapport across various roles within client organizations, supporting more collaborative buying processes.

Day 2: Value Mapping and Stakeholder Alignment

- **Value Mapping to Customer Needs:** Techniques to map solution benefits to customer-specific needs, ensuring clear articulation of value at each stakeholder level.
- **Engaging Champions, Influencers, and Decision Makers:** Strategies for identifying, approaching, and gaining the support of key influencers and decision-makers, including real-world role-playing exercises for immediate skill application.
- **Practical Application & Peer Feedback:** Teams work on a live client scenario, applying discovery and value articulation techniques with feedback loops from peers and facilitators.

Virtual Follow-Up Sessions

- **Accountability & Skills Reinforcement:** Two post-workshop virtual sessions to reinforce core concepts, discuss challenges in real-world applications and offer additional guidance on advancing key deals.

Expected Benefits

For sales leaders managing enterprise teams, this workshop offers a practical, high-impact path to strengthening deal outcomes. The key benefits include:

- **Faster Sales Cycles:** By enabling the team to pinpoint and align with customer motives and value needs earlier in the process, the time to close is reduced.
- **Higher Win Rates:** Improved discovery and value-mapping skills translate into stronger alignment between solutions and customer needs, creating a competitive advantage.
- **Increased Deal Sizes:** The ability to uncover and address the full scope of customer needs allows AEs and SEs to craft more comprehensive, higher-value proposals.
- **Enhanced Customer Relationships:** Stronger discovery and value articulation skills build trust and credibility with client stakeholders, laying a foundation for long-term partnerships and repeat business.

Investing in this workshop empowers sales teams to excel at discovery and value mapping, establishing a strategic edge in complex enterprise tech sales and enabling leaders to drive consistent, scalable improvements in sales outcomes.