SOLUTION BRIEF

Articulate **Meaningful Value**

Connect with Executive Decision-Makers



Your Challenge

Sellers often assume the value of their solution speaks for itself. It doesn't.

Senior decision-makers are under pressure to adapt to market shifts, make high-stakes bets, and manage business risk.

If your message doesn't align with those priorities—and fast—your deal stalls or disappears.

And while most sellers can describe what their solution does, few can explain why it matters in business terms.

Executives aren't thinking about your solution.

They're thinking about revenue, risk, and navigating change—and if your message doesn't speak to that, you'll get delegated, delayed, or dismissed.

What's Going Wrong

- Sellers lead with product capabilities, not business relevance.
- Value messages fail to connect with executive priorities or external pressures.
- Financial impact is vague or missing altogether.
- Conversations lack a clear link between current business challenges and future improvement.

What If You Could ...

- Speak the language of revenue, cost, and cash flow—not features and functions?
- Use customer research to uncover what's really driving urgency?
- Build a crisp contrast between the buyer's current state and a better business future?

If...

- Executive conversations keep getting pushed down the org chart…
- Your deals stall after promising early meetings…
- Your value story gets lost in translation between technical and business audiences…
- Your solution is strong—but your message isn't landing…

Then...

You need **Articulate Meaningful Value:** science-backed skills that enable your sellers to lead business conversations that really resonate with decision-makers.

What It Is

Articulate Meaningful Value consists of four skills:

1. Adopt the Buyer's Perspective

Learn how executives think and talk, so you can position your solution around the **external forces, strategic initiatives, and business changes** that matter most to them.

2. Gain Customer Insight

Move beyond surface-level research to identify the buyer's **Big Bet or Big Risk**—and connect your solution to what's driving real urgency in their business.

3. Demonstrate Financial Impact

Quantify your value by showing exactly how your solution affects **revenue, costs, cash flow, and profitability—**the numbers that drive decisions.

4. Communicate Business Change

Create a clear contrast between the buyer's **current state and a better future,** so the impact of change is both visible and compelling.

These four skills give sellers credibility at the C-Suite level, turning your solution from a nice-to-have into a must-have for executive buyers.

What You Gain

- Conversations that resonate with executives from the first minute.
- Messages that link solution value to financial and strategic outcomes.
- Business cases built around urgency and impact.
- Higher conversion and acceleration in complex deals.
- A team that shows up as strategic partners, not just vendors.