



VALUE SELLING

WINNING ON VALUE, NOT JUST PRICE

At Gyroscope International, we believe that good selling does good-for your customers, your business, and your people.

That's why we champion value selling: a disciplined, insight-driven approach that moves the sales conversation from product features or discounts to a clear demonstration of measurable business impact.

What value selling means at Gyroscope International

For us, value selling means guiding sales professionals to act as trusted advisors—delivering solutions that align directly with customers' strategic priorities and financial goals.

It's built on a consultative process, supported by behavioural insights, diagnostic tools, and robust ROI framing, so that every sales interaction builds integrity, drives performance, and adds measurable value for both buyer and seller.

FIT2SELL

Our Fit2Sell programme develops the capability, mindset, and discipline to uncover what matters most to each customer, quantify the commercial impact of meeting those needs, and position your offer as the most valuable choice—not the cheapest.

FIT4KAM

For strategic accounts, Fit4KAM extends these principles, enabling account managers to co-create long-term growth strategies with customers, protect price integrity, and ensure commercial value is delivered over time.

When it comes to adapting skills to sell more value, we adopt a hybrid approach, combining face-to-face and remote sessions with digital learning and coaching. The aim of this learning is to make selling value easier, more effective and more enjoyable. The outcome is seen in the impact on the business in terms of improved margins and profitability and growing and deepening customer relationships. It's all about turning learning into earning.



The principles behind value selling

Value selling starts with understanding and confirming the customer's position, priorities, preferences, and process.

It's about uncovering the "big wins" they want to achieve, the risks of inaction, and the context in which they operate.



Then, we focus on resonating points of value—the aspects of your offer that directly meet their top priorities.

Even more powerful are resonating points of differentiated value—those that meet customer priorities and outperform the competition.

This focus avoids unnecessary detail, prevents commoditisation, and puts you in a stronger position when price challenges arise.



Why value selling works

Value selling changes the conversation-and the results.

Recent research by Enterprise Value Collective, Genius Drive, and Cuvama found that teams adopting value selling achieved:

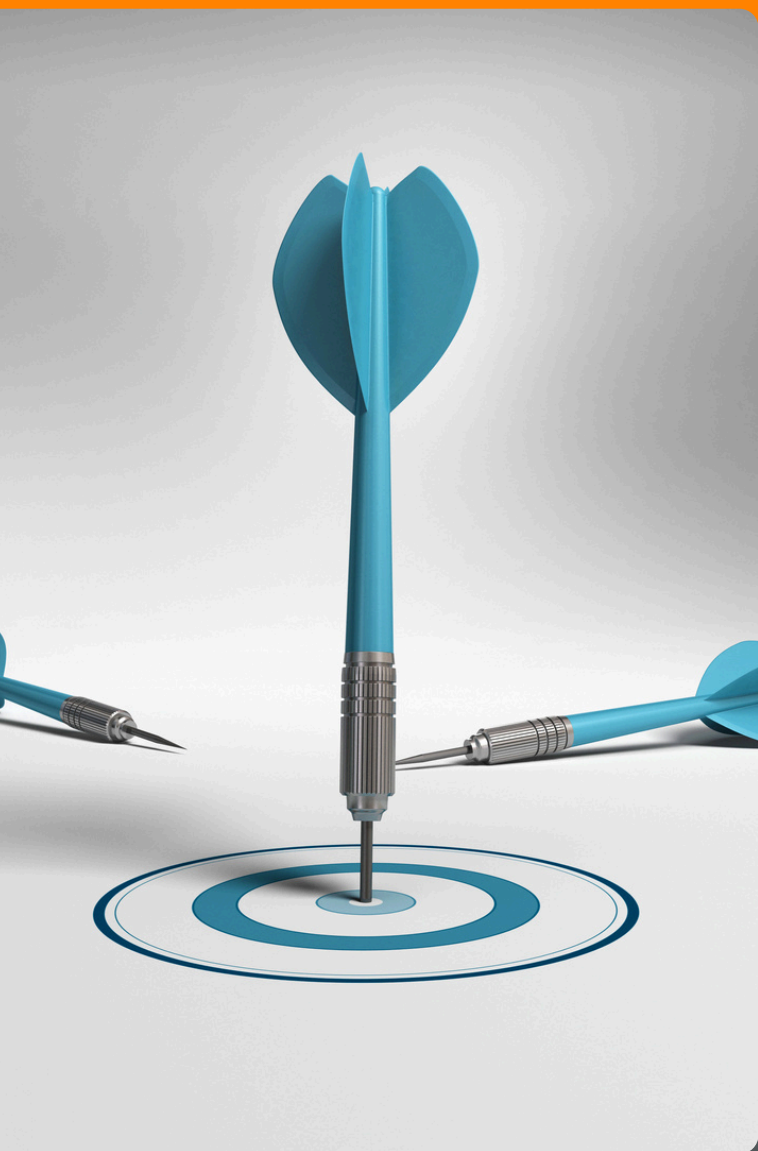
- 2x win rates
- 43% larger deal sizes
- 30% faster sales cycles

Further findings show that 80% of organisations saw measurable sales performance improvements through value selling.

On average:

- Win rates increased by 48%
- Deal sizes grew by 35%
- Sales cycles shortened by 25%

The same research suggested that every 10% improvement in seller adoption of value selling could correlate with 10% revenue growth-and that full adoption has the potential to double revenue.





The commercial payoff

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For B2B companies—especially in competitive markets—the gains are tangible:

- Higher win rates by selling on what matters most to the customer.
- Improved margins by defending your price with quantified value
- Larger average deal sizes by focusing on outcomes, not discounts.
- Stronger, longer-term relationships by positioning yourself as a strategic partner



Putting it in Action

Value selling isn't a one-off skill-it's a discipline that needs to be coached, measured, and embedded.

Through Fit2Sell, Fit4KAM, and our behavioural change coaching, Gyroscope International helps sales teams:



- Diagnose customer needs with precision
- Build compelling, value-led propositions
- Confidently handle price challenges
- Measure and sustain the impact on win rates, deal sizes, and profitability

When salespeople master value selling, they stop competing on price alone and start winning on value.



If you'd like to explore how value selling can transform your sales performance, talk to us at Gyroscope International.

We'll help you sell more, sell better, and sell with integrity.

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