



The Three Value Conversations: How to Create, Elevate, and Capture Customer Value at Every Stage of the Long-Lead Sale

By Erik Peterson, Tim Riesterer, Conrad Smith, Cheryl Geoffrion



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The three conversations B2B sale pros must have with customers to control every step of long lead buying cycle

The Three Value Conversations provides the tools and methods you need to differentiate you and your solution from the competition, elevate value to the right decision maker, and maximize all sales opportunities across the entire long lead buying cycle.

Based on extensive research, the authors' program enables salespeople to articulate value in three essential conversations with the customer: the Differentiation Conversation (creating value), the Justification Conversation (elevating the value to the right level of decision maker), and the Maximization Conversation (capturing that value and maximizing the size of your opportunities).

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Editorial Review

About the Author

Tim Riesterer is Chief Strategy and Marketing Officer of Corporate Visions, responsible for leading the strategic direction of the company in thought leadership, positioning and product development.

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Cheryl Geoffrion is Vice President of Consulting Services for Corporate Visions. She has devoted more than 24 years to elevating the business results of her client organizations and the individuals within them.

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