

Various types of value-added selling strategies

This slide covers major categories of value-added selling strategies such as product, service, process, relationship, experience, knowledge, etc. It also includes details such as icon, description, suitability, and benefits for customer/seller.



What is Value-added Selling?

Sales strategy that focuses on identifying and meeting the unique needs and requirements of a customer instead of simply selling a product or service

Type	Description	Best Fit	Benefit for Customer	Benefit for Seller
Product value-added selling	<ul style="list-style-type: none"> Enhancing features or capabilities of a product to provide additional value Add text here 	Physical products or services with room for improvement.	Improved functionality and increased value.	<ul style="list-style-type: none"> Increased sales Build customer loyalty
Service value-added selling	<ul style="list-style-type: none"> Providing additional services that complement the product or service being sold Add text here 	Services that can be enhanced with additional offerings.	Access to additional services and support.	<ul style="list-style-type: none"> Increased sales Add text here
Process value-added selling	<ul style="list-style-type: none"> Improving the process of the customer's business to provide additional value Add text here 	Any product or service that can help improve a customer's process.	Increased efficiency and cost savings.	<ul style="list-style-type: none"> Increased sales Add text here
Relationship value-added selling	<ul style="list-style-type: none"> Building long-term relationships with the customer by providing exceptional customer service and continuously looking for ways to add value Add text here 	Any product or service.	Stronger relationship with customer and increased loyalty.	<ul style="list-style-type: none"> Build customer relationships Add text here
Experience value-added selling	<ul style="list-style-type: none"> Providing a unique and memorable experience to the customer Add text here 	Services or luxury products.	Unique and memorable experience.	<ul style="list-style-type: none"> Increased revenue Improved customer experience
Knowledge value-added selling	<ul style="list-style-type: none"> Providing the customer with expert knowledge, advice, or insights that can help them to improve their business Add text here 	Services or products where the seller has specialized knowledge.	Access to expert knowledge and advice.	<ul style="list-style-type: none"> Increased sales Increased customer trust

Value Added Selling Techniques

Judd E. Hollander



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