

The Value Cycle

How Technical Sellers Turn Assumptions Into Business Value

Program Overview

This one-day course helps Technical Sellers and Sales Engineers master the skill of building and testing a value hypothesis — a structured, logical way to uncover, quantify, and communicate customer value. Participants also learn how to combine value with storytelling, so they can clearly articulate why the outcomes matter and anchor their value analysis in a narrative the customer understands. The program moves beyond feature selling and “ROI theater” to co-create credible, outcome-focused business value with customers.

What You’ll Learn

- Building a logical value hypothesis that ties technical capabilities to measurable business outcomes
- Turning assumptions into customer-validated value through structured collaboration
- Understanding why ROI is a lie until you make it real — and how to make it shared and believable
- Framing value conversations around outcomes instead of outputs
- Differentiating your solution through quantified impact and emotional ownership
- Using storytelling techniques to make value relatable, credible, and memorable
- Turning a value hypothesis into a defensible value analysis that customers trust

Practical Tools & Takeaways

- A step-by-step Value Cycle Framework
- Templates for value hypothesis building and customer testing
- Guidance on crafting story-driven value discussions
- Practice sessions with real examples and peer feedback
- Skills to lead outcome-based discussions that align technical solutions with strategic priorities

Who Should Attend

Technical Sellers, Sales Engineers, Solution Consultants, and anyone who wants to elevate customer conversations from technology performance to business impact.

Want to learn more or schedule a delivery?

Contact Joseph via contact@jgriffiths.org