



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

*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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