



PRODUCT KNOWLEDGE & VALUE PROPOSITION

Product value and solution

- Understand Your Product Deeply • Communicate Clear Value
- Position Solutions that Win Customers



Audience

Product Knowledge & Value Proposition is designed for individuals and professionals who want to develop a strong understanding of the products or services they sell and learn how to communicate clear value to customers in a competitive marketplace.

Ideal for:

- Sales professionals and sales executives
- Business owners and entrepreneurs
- Marketing professionals
- Customer success professionals
- Startup founders and small business operators
- Business development managers
- Freelancers and consultants
- Digital marketers and social media managers
- Non-tech professionals transitioning into sales



Course Description

Product Knowledge & Value Proposition focuses on equipping participants with the knowledge and skills required to confidently present and position products or services in a way that highlights their true value to customers. The course emphasizes understanding product features, benefits, differentiators, and how these translate into solutions for customer needs.

Course Overview

Participants will learn how to clearly communicate product value, differentiate their offerings from competitors, and align product benefits with customer problems to create compelling sales conversations that drive purchasing decisions.



Course Outline

- ❖ Module 1: Introduction to Product Knowledge in Sales
- ❖ Module 2: Understanding Product Features, Advantages, and Benefits
- ❖ Module 3: Identifying Customer Problems and Needs
- ❖ Module 4: Translating Product Features into Customer Value
- ❖ Module 5: Developing a Strong Value Proposition
- ❖ Module 6: Differentiating Your Product from Competitors
- ❖ Module 7: Communicating Value Clearly in Sales Conversations
- ❖ Module 8: Positioning Products as Solutions for Customer Success



Training Details

Duration: 1 Day

Training Fee: ~~N~~150,000





Thank you



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