Value Proposition Training Course for Large Corporate Deals: Outcomes, Proof, Proposals

23 – 27 August 2027
Madrid

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Programme Summary

Value proposition design for large corporate deals is the subject of this one-week training course for sales directors and commercial leaders, ending in a value proposition pack for one live deal. Many sellers describe features while buying committees look for outcomes, evidence and a safe route to approval. The programme builds a method for stating buyer outcomes, proving them, mapping the people who approve spend and carrying the proposition into the proposal and negotiation, applied to a deal the participant selects. Mars Training Centre UK delivers this programme on value proposition design to mixed-organisation cohorts.

The Business Case

Large corporate deals involve several approvers, long cycles and close comparison between suppliers. A weak value proposition turns the decision into a price comparison, while a proposition built on buyer outcomes and tested evidence gives champions something to defend internally. Leaders who coach this discipline raise the quality of the deals they pursue and the clarity of the proposals they sign off.

- Win Rate on Qualified Deals: Improves as propositions are tested against buyer outcomes before proposals are issued.
- Discounting: Falls as value conversations replace price comparison with the buying committee.
- Sales Cycle Length: Falls as approvers are identified early and given the evidence they need.

Principles and Evidence Base

- Value Proposition Design: Sessions 1 and 2 apply it to link buyer pains and gains to specific offer features.
- Value-Based Selling: Sessions 2 and 4 apply it to build value cases and price conversations around customer outcomes.
- Buying Committee Mapping: Session 3 applies it to identify the economic buyer and the concerns of each approver.

Intended Participants

- Sales directors who set the approach to high-value corporate deals.
- Commercial leaders who approve proposals and pricing positions.
- Account leads who own a small number of large customer relationships.
- Bid and solution managers who assemble proposals for buying committees.

Typical sectors include technology, industrial equipment, professional services and logistics.

Learning Outcomes

1. Participants will be able to construct buyer outcome statements from customer context.
2. Participants will be able to evaluate value claims against available proof.
3. Participants will be able to diagnose gaps in a value proposition for a live deal.
4. Participants will be able to prioritise approvers and tailor messages to the economic buyer.
5. Participants will be able to justify a pricing position through a value case.
6. Participants will be able to design an executive proposal around agreed outcomes.

Programme Structure

Day 1: Value Proposition and Buyer Outcomes

What does a large corporate buyer need, and how is it expressed as an outcome?

- Buyer Outcome Statement
- Customer Pain and Gain Map
- Account Context Brief
- Value Driver Tree
- Proposition Gap Review

Day 2: Value Evidence and Proof

How is a claim of customer value supported with evidence?

- Value Case Template
- Baseline and Impact Worksheet
- Reference Customer Proof Sheet
- Pilot and Trial Design
- Claim Testing Checklist

Day 3: Buying Committees and Economic Buyers

Who approves spend, and what does each approver need to hear?

- Buying Committee Map
- Economic Buyer Profile
- Stakeholder Concern Matrix
- Champion Briefing Note
- Objection and Response Log

Day 4: Proposals, Pricing and Negotiation

How is the proposition carried into the pricing talk and the executive proposal?

- Executive Proposal Outline
- Value-Based Pricing Conversation Guide
- Concession and Trade Plan
- Negotiation Preparation Sheet
- Deal Review Scorecard

Day 5: Applying the Tools to One Live Deal

Do the outcome, proof, committee and proposal tools hold together in one deal?

- Applying the Session 1 Buyer Outcome Statement
- Testing the Session 2 Value Case Template
- Checking the Session 3 Buying Committee Map
- Reviewing the Session 4 Executive Proposal Outline
- Completing the Value Proposition Pack

Methodology

The programme uses a case analysis method built on anonymised corporate deals, proposals, buyer briefs and evaluation records from several sectors. Participants work in mixed commercial teams on one shared deal, challenge each other's claims as a buyer would, and receive written facilitator feedback on each document they produce.

- Suggested activity: Rewriting a feature-led offer as a buyer outcome statement.
- Suggested activity: Role-playing a buying committee review of a draft value case.
- Suggested activity: Preparing concession trades for a pricing negotiation.

Capstone Output

Each participant completes a value proposition pack for one live deal. It holds a buyer outcome statement, a value case with proof, a buying committee map, an executive proposal outline, a pricing conversation guide and a concession plan. The pack is used at work to brief the deal team, review the proposal with management and guide the next buyer meeting.

Frequently Asked Questions

Is value proposition training suitable for sales leaders new to large corporate deals?

Yes. Value proposition training is taught through cases and templates, so the programme assumes experience of selling to organisations but no prior work on large deals.

Which models does value proposition training draw on?

Value proposition training draws on value proposition design, value-based selling and buying committee mapping, applied to outcomes, proof, approvers and proposals.

How is the pack from value proposition training used at work?

You use the value proposition pack to brief the deal team, review the proposal with management and prepare the next buyer meeting.

How does value proposition training differ from key account management training?

Value proposition training centres on stating, proving and pricing customer value in a deal, while key account management training centres on managing long-term customer relationships.