

## WHY ATTEND

## THE VALUE SELLING & REALIZATION (VSR) SUMMIT?



## DISCOVER THE NEWEST STRATEGIES FOR VALUE SUCCESS

### THE VALUE SUMMIT

The FEBRUARY 29 - MARCH 1, 2016 Value Selling & Realization Summit in DALLAS, TX is the only event in the world that is dedicated to your value selling/consulting/solution implementation profession and the only forum for you to network and learn from your peers, share challenges and attain practical solutions. Our speakers are world leaders in the Value Selling & Realization fields and the Summit topics are cutting edge.

Throughout the VSR Summit you will gain insight from each talk, interview and networking session. After the conference, you will return to your business with new ideas and a revelatory sense of partaking in the cutting edge forum for value selling and realization. Details of schedule & over 20 leading speakers: [www.summit.vsrcouncil.org/](http://www.summit.vsrcouncil.org/)

### ABOUT THE VALUE SELLING AND REALIZATION (VSR) COUNCIL

The Value Summit is produced by The Value Selling and Realization (VSR) Council - the world's only engaged and inspired community of Value Selling Experts, Consultants, Marketing, Enablement and Realization experts. Council members network with each other to solve their biggest challenges and share best practices in a trusted manner.

### EDUCATION FOR ATTENDEES

#### 10 Continuing Education Credits (CEC)

- Hear world class speakers
- Identify leading experts
- Absorb new leading practices
- Gain new insights to share with clients and colleagues
- Discover new methods and tools
- Gain insights on new market trends and challenges
- Influence the direction of the emerging VSR Council's global community

### NETWORKING

- Get to know your industry peers
- Generate leads
- Identify experts
- Locate specialized resources
- Learn about new market trends and challenges
- Enhance your professional brand
- Advance your career

### TECHNOLOGY PROVIDER AWARENESS

- Learn about new VSR methods and tools
- Identify specialized resources
- Get insights into provider views of VSR trends

### WHO SHOULD ATTEND?

Those responsible for developing and delivering value selling and realization programs including leaders and practitioners such as:

- Sales
- Pre-sales
- Customer Success
- Sales Enablement
- Value Managers (Value Engineers and Value Consultants)
- Product Marketing
- Sponsors of Change Initiatives
- Systems Integrator Consultants
- Program Managers
- Change Managers
- Entrepreneurs and their Investors
- Thought leaders, such as Industry Analysts and Academics
- Anyone who wants to be on top of value selling and realization developments

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## THE VALUE SELLING & REALIZATION (VSR)

## SUMMIT?



FEBRUARY 29 – MARCH 1, 2016 DALLAS, TX  
COURTYARD MARRIOTT DALLAS DFW AIRPORT NORTH/GRAPEVINE

### YOUR ROI?

We advocate identifying what you will bring back to your organization as payback for their investment in sending you. Take time to review the session descriptions and match them to your company's knowledge requirements. Don't assume your manager will automatically make the connections between conference programming and benefits to the business. Be sure to clearly articulate what the company stands to gain. This will include practical guidance, practices, roadmap, tools and innovations to help improve your value to your customer.

Want to maximize the Value Summit's impact? Send professionals covering ALL of the "Who Should Attend? Roles outlined above. Value success is a team sport – with everyone on it equally informed, educated and motivated.

### SPECIAL FREE BONUS!

#### WHAT'S NEW ABOUT VALUE?

#### VSR Mini-Course

(For Summit Registrants)

Taught by world-renowned value experts and VSR Council Founding Members. Given from 8:30am to 12:30 on 29-February, the first morning of our Summit. This highly interactive VSR Mini-Course will give you compelling insights extracted from five of The Value Academy (TVA) courses to be launched in spring, 2016.

Our Mini-Course will be facilitated by globally recognized value leaders such as Shimon Abouzaglo, Jack Keen, Stephen Timme and Tim Creasey. Check out their LINKEDIN profiles.

During this Mini-Course you'll get key insights extracted from:

#### COURSE 1 The New Digital View of Value:

Learn what's new about articulating and delivering value in today's digital world, and how this has obsoleted value approaches to date.

**COURSE 2 Dramatizing Value via Rapid Value Flow Mapping:** See how to visually show how value is created of personal interest to ALL stakeholders. (No drawing talent required!)

**COURSE 3 Driving Digital Era Value via the Actionable Business Case:** Understand new and better ways of performing value discovery and presenting investment justifications, which are now mandatory for digital-savvy stakeholders.

**COURSE 4 Leveraging Value-based Change Management:** Understand the new and critical integration points between Change Management and Value Realization for assuring that people-driven benefits (typically 80% of all benefits) do occur.

#### COURSE 5 Leader's Role in Value Success:

Understand the crucial role of sales, consulting and solution implementation leaders for actively managing and motivating teams to maximize value achievement.

For information contact Summit organizers: [www.summit.vsrcouncil.org/](http://www.summit.vsrcouncil.org/)  
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