The Maker Group
making good, great

SMALL BUSINESS ACADEMY

SALES WORKSHOP · VALUE-BASED SELLING · LIVE VIRTUAL · FOUR HOURS

Stop pitching your product. Sell the Triple Win.

> Four hours. One real customer. A value-based selling story you can take into your next buyer meeting.

Most small business sales calls are a product pitch followed by a price defense. The buyer hears what you make and what it costs. Value-based selling works the other way: understand what the customer is measured on, connect your brand to their growth and their shopper's needs, and tell that story so the buyer says yes for their reasons, not yours. This is the methodology we run with national CPG sales teams, compressed into a half day and built around a customer you are trying to win.

YOU LEAVE ABLE TO

- Sell what your brand does for the buyer and their shopper, not just your sales potential
- Deliver a selling story that moves the conversation from price to value, and hold it through the objections
- Turn a customer's real challenge into a solution they will pay for
- Keep the business after the yes with a scorecard both sides own

HOW IT RUNS

Live and facilitator-led, cameras on. Breakout exercises built on your own customers, not a textbook case. Capped at 24 so everyone presents and gets feedback. You leave with the toolkit: Relationship Assessment, Client Insight Summary, Value Selling Framework, Selling Story Outline, Meeting Plan, Aligned Scorecard.

WHO IT IS FOR

Founders and owners who sell their own product, and the people who sell for them: sales, account management, brokers. Bring one customer you are trying to win or grow.

DATE	TIME	INVESTMENT	SEATS
Thursday, October 29, 2026	**1:00 – 5:00pm ET**	**$499 per seat**	**Capped at 24**

The Four-Hour Arc

DISCOVER · IDENTIFY · SELL-IN · IMPLEMENT — TIMINGS INDICATIVE

01

0:00 – 0:50

Discover · Client Needs

Selling vs. telling. The Triple Win: a win for your brand, a win for the customer, a win for their customer. How your buyer's business model works and what they are actually measured on. Expanding the relationship beyond one contact. **Exercise:** pick one live customer and map their biggest challenge with the Relationship Assessment and Client Insight Summary.

02

0:50 – 1:45

Identify · Value-Based Solutions

Building insights from the data you already have. Illustrating value in the customer's currency: traffic, basket, margin, category growth, not case volume. Finding the solution only your brand can offer. **Exercise:** turn your customer's challenge into a value-based solution using the Value Selling Framework.

10-MINUTE BREAK

03

1:55 – 2:55

Sell-In · The Selling Story

Building a client-centric selling story with the Selling Story Outline. Designing the meeting so the buyer arrives at the answer. Listening, and handling objections without discounting to make them go away. **Exercise:** deliver your story in pairs, take the objections, get structured feedback, go again.

04

2:55 – 3:45

Implement · Measurable Value for Both

Stewarding performance internally and with the customer. An Aligned Scorecard that turns a one-time yes into a relationship. Business reviews that recap results and build on wins. Think, Feel, Do: what you want the buyer to think, feel, and do after every touchpoint. Plan the next call before you leave this one. Wrap-up and Q&A to 4:00.

WHAT IT LOOKS LIKE WHEN IT WORKS

"Focusing on what our brand could do for the client and their consumers, rather than just our sales potential alone, was key in gaining distribution chainwide. More than doubling our total Kimchi distribution in the US."

Les Fox, Director of Strategic Growth, Schwan's Consumer Brands

QUESTIONS OR A PRIVATE COHORT

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REGISTER — $499 PER SEAT

themakergroup.com/event/sba-sales-workshop-october-2026