

The Bold Value Method™

The integrated system for creating value that wins at every stage of the customer relationship, from first outreach to customer expansion.

THE PROBLEM IT SOLVES

Your teams may be committed, and working hard, yet still rely on disconnected techniques for outreach, discovery, customer conversations, presentations, retentions, and expansion. When those activities are not connected to the same value-creating destination, execution varies by person, opportunity, and manager.

ONE CONNECTED SYSTEM

Your teams learn and apply The Bold Value Method™ through Bold Value Selling or Bold Value Customer Growth through onsite workshops, on-demand videos, and practical tools.

WHY IT MATTERS

When an opportunity stalls, a customer relationship weakens, or expected growth fails to materialize, the Method replaces guesswork with a practical diagnostic. Leaders ask whether the team effectively Disrupted the status quo, Developed the Full Value Gap™, or Delivered value stakeholders could confidently support. The answer reveals where execution broke down and where coaching should focus, creating a shared language for improving opportunities, relationships, performance, and results.

Strong interactions that fail to build on one another leave your solution judged on price, stall decisions, and cost you growth opportunities. The Bold Value Method™ replaces that fragmentation with one integrated system built around the Full Value Gap™. Every message, question, meeting, and proposal strengthens the next interaction. Your teams gain a shared language for creating bold value, connecting immediate needs to strategic goals, aligning stakeholders, and presenting proposals customers can confidently support.

POWERED BY 3D VALUE DRIVERS

Powered by three interconnected Value Drivers, your teams apply The Bold Value Method™ whenever they need to create, strengthen, or communicate value across the customer journey.



Disrupt the status quo with value that motivates engagement



Develop the business case by uncovering the Full Value Gap™



Deliver bold value every stakeholder can champion with confidence

WHAT THE METHOD ENABLES

- Create more predictable and profitable growth by leading with relevant value.
- Prevent discounting and stalled decisions with a proposal connected to leadership's strategic goals.
- Protect margin by positioning your solution as an investment rather than a commodity.
- Align stakeholders and strengthen confidence in important decisions.
- Ground coaching conversations in a shared framework rather than generic advice.