

VALUE-ADDED SELLING WITH COACHVAS.AI

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November 9, 2025

Unlock the power of AI coaching! Head to www.CoachVAS.ai
and start your complimentary 7-day experience now!

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What is artificial intelligence?

Artificial intelligence (AI) works by teaching computers to learn from data and make smart decisions — a bit like how people learn from experience. Instead of following a strict list of instructions, AI looks at large amounts of information, finds patterns, and uses those patterns to make predictions or suggestions.

Should we invest (time and money) in AI?

With any new project, you are not only investing money, you are also investing time and effort. You might be wondering if investing in AI is the right move at this point. Here are a few observations that can help guide your thinking:

- AI is here (it's not going anywhere)
 - AI sparks both curiosity and caution
 - AI is an amplifier (not a detractor)
 - AI highlights a new gap (relationship gap)
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How do we get started with AI?

Sometimes the best way to get started is simply to get started. As you approach AI and integrated into your sales process. Here are a few considerations that ensure you align with the Value-Added Selling framework:

Radically shift your focus

- Double -down on purpose
 - Customer-focused vs. seller-focused
 - Customer-focused vs. competitor focused
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Three M’s of sales automation with AI

- Monotonous – repetitive tasks that drain time.
- Mundane – low-value tasks that don’t need your creativity.
- Mechanical – predictable, rule-based tasks that can be automated.

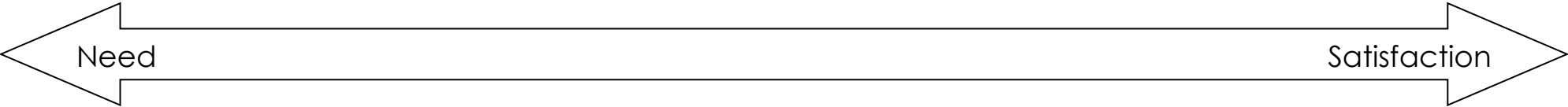
3M Sales Automation Analysis

Monotonous	Mundane	Mechanical

AI can enhance your knowledgeable expertise

- How can AI help me become the always-on product expert?
- How can AI help me become more industry-focused?
- How can AI act as my sales assistant to save time and boost productivity?

Critical Buying Path®



List the steps in our customer's Critical Buying Path®.

Pre-Sale Planning	Acquisition/Transition	Post-Sale Usage

How can we add value at each step along the way?

Pre-Sale Planning	Acquisition/Transition	Post-Sale Usage

Tinkering

Tinkering is working as hard to keep the business as you did to get it; it's recreating value for the customer on an ongoing basis. Synonyms include innovation, growth, development, and evolution. Emerson wrote, "If you build a better mousetrap, the world will beat a path to your door to buy it." How can you build a **better mousetrap** for your customers? Make it Easier to do business with your company. Ask these questions inside your company:

1. What can we do to make it easier to do business with our company?

2. What does this customer hate doing that we can do for them?

3. What additional services can we bundle with our solution?

Tinkering Sales Call

Tinkering requires an insatiable desire to tweak, improve, and enhance your end-to-end experience. Plan a visit with an existing customer with the intent to tinker, not to sell. These questions will help you prepare for your sales call.

Ask yourself the following questions before your customer meeting:

1. What are this customer's common needs?
2. What additional value-added support can I offer this customer?
3. What weaknesses might our competitor find in this solution?
4. What are the common challenges/problems the customer is experiencing?

Ask the customer any variation of these questions during your customer meeting:

1. What would you change, enhance, or improve about our current solution?
2. How can we make it easier to do business with our company?
3. What do you dislike doing that we can do for you?
4. What would you like to see from suppliers that is not currently available?
5. What is missing from our current solution?

Leveraging

Leveraging is the final after-marketing strategy that allows you to maximize your potential with your existing base of customers. Leveraging is achieving a high ratio of outcome to input. It's getting a 150% return on 100% effort. It's selling deeper and broader into your accounts—extracting maximum value from your customer relationships. It's your relationship annuity. Ask this question: "How can I increase our value to the customer this year?"

- Horizontal Account Penetration: selling to more locations.
 - Capturing Spin-off Business: natural spin-off business you attract.
 - Cross-serving: educate the customer on additional products and services.
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Value Reinforcement

No one gets the credit they deserve. They only get the credit they ask for. Value Reinforcement is about reminding the customer of the value you deliver and getting credit for the impact on the customer's business. Reinforce the value you deliver:

- No-charge invoice
 - Customer service response report
 - Project savings report
 - Thank-you note recapping your value-added
 - Quarterly/annual reviews
 - Cost savings/profit impact report
 - Value Audit
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