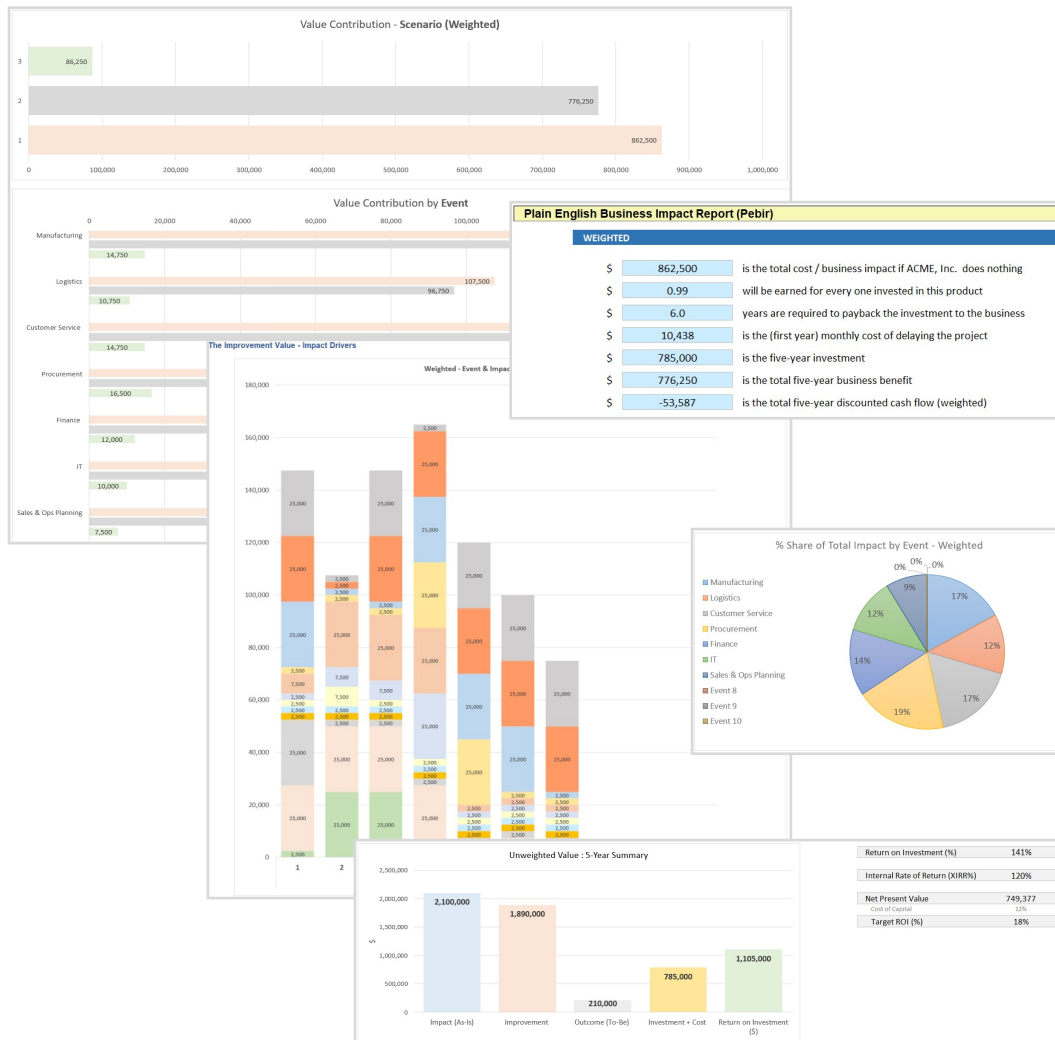


# BizKase Training

World-Class Business Cases ... Made Easy & Compelling



*'Only 16% of companies say they can prove value post-sale. Proving value is no longer optional—it's your renewal strategy.'*

**Deloitte.**

*'80% of B2B buyers switched suppliers at least once within a 24-month period'*

Accenture  
Interactive



## Executive Overview

### Why Traditional Sales Training Falls Short

Enterprise sales is evolving. Buyers now demand business impact, not feature decks. But most training programs still focus on objection handling, discovery, or demo skills—not financial credibility. The result? Sellers falter at the moment of truth: when the CFO asks, “Why should we invest?”

### The BizKase Training Solution

BizKase delivers targeted, certification-based training designed to empower every member of the revenue team to speak the language of business value. We teach not just what to say, but how to build, quantify, and defend the business case behind the sale.

‘When your team can build CFO-ready justifications, you don’t just sell—you win.’

## Certified Sales Professional (BCSP)

The BizKase Certified Sales Professional (BCSP) course trains you to master value-based selling with precision and impact. In just a few focused modules, you’ll learn how to build winning business cases that resonate with executives and drive deal success.



***“We don’t teach sellers how to sell.  
We teach them how to prove it’s worth buying.”***

*'81% of executives say they are looking for partners who can help co-create business value'.*



## **BizKase for Sellers**

Designed for: Account Executives, Solution Consultants, Strategic Sellers

### **Program Tiers:**

- BCSP | Core – Foundations of value selling, identifying measurable outcomes, building and presenting business cases
- BCSP | Advanced – Multi-stakeholder alignment, sensitivity modeling, coaching customers to co-author cases
- BCSP | Expert Coach – Internal enablement leaders certified to train others

### **Benefits:**

- Increased seller confidence in financial discussions
- Accelerated sales cycles through business case readiness
- Higher win rates on strategic or high-competition deals
  - ▢ Scalable enablement with trackable certification

## **BizKase for Value Engineers**

Designed for: Pre-sales teams, Value Engineers, Solution Architects

### **Program Focus:**

- Financial Impact Mastery
- Structuring impact models using BizKase framework
- Translating technical outcomes into business value
- Building customer-facing financial outputs
  - Automating reuse across engagements

### **Benefits:**

- Shift from project support to strategic partner
- Increase internal velocity with reusable frameworks

- Strengthen collaboration with sales and customer stakeholders
- Establish consistent value storytelling company-wide

## **BizKase for Sales Leaders**

Designed for: VPs of Sales, Enablement Directors, RevOps Leaders

### **Program Focus:**

- Embedding business case quality into the sales process
- Coaching teams on value-first selling
- Evaluating case credibility and impact
- Reporting deal velocity and margin lift from value initiatives

### **Benefits:**

- Institutionalize value selling at scale
- Reduce dependence on deal desk or ad hoc support
- Improve forecast accuracy with financially grounded deal narratives
- Lead a revenue team that sells like trusted advisors

