

Value Selling Sprint

A value-selling kit built on what you already have — your positioning, your existing collateral and your sellers.



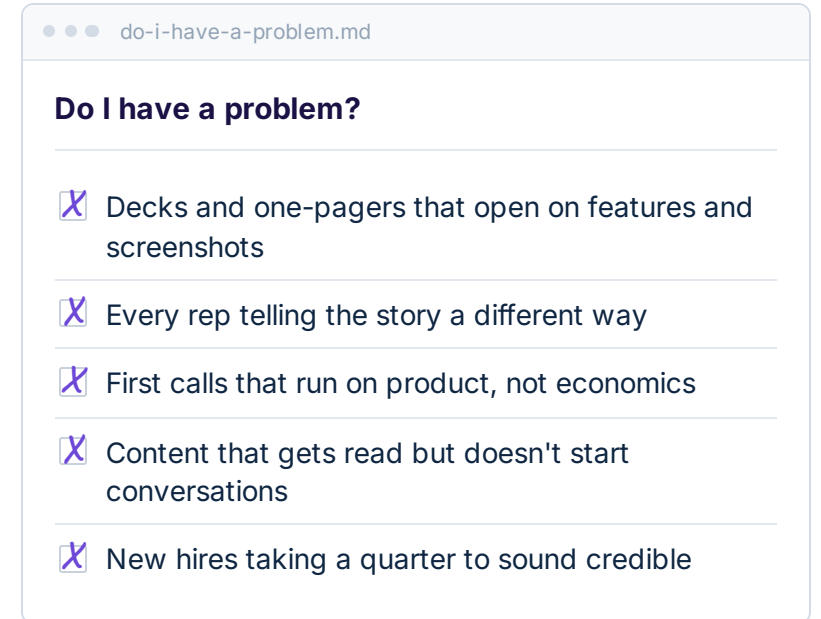
Why anything, why now • How the sprint runs • What it hands you

What do you do when every asset sells the product, not the problem?

The best sellers lead with the customer's problem.
Your collateral leads with your product.

The Value Selling Sprint settles what you say and why in one working session, then rebuilds what you already have around it — the one-pager, the first-call deck, the content and the first call itself. Same brand, same design, told in a different order.

We are not redesigning anything. Your positioning and your brand are never changed, and everything is built in close coordination with **Product Marketing and Sales Enablement**.



Working session to a kit in six weeks.

SIX WEEKS

W1 **The first draft.**

A first version built from public data and what you already know — your deck, call recordings, win-loss notes.

W2 **The working session.**

Two to three hours with the room. New versions come back while everyone is still together.

W3 **Sign-off.**

Product marketing and enablement approve, then leadership signs off.

W4-6 **Into the kit.**

Everything else is written from the signed version — the model, the leave-behinds, the content and the first call.

WHO'S IN THE ROOM

The session is run with your team, not around them. Everything that comes out of it is theirs to own afterwards.



Product Marketing

Owens the positioning this has to stay true to.



Sales Enablement

Owens how it reaches every seller, and the training calendar it has to fit.



Sales Leader

Decides what the team will actually carry into deals.



Top Rep

Tells you in the room whether it survives contact with a real buyer.



Subject Matter Expert

The root-cause insight nobody outside your company has.

Not just another workshop

An actionable point of view needs three things at once. Supercase is uniquely positioned to help you with all three.

Expert articulators

Expert math modelers

Technical infrastructure



Tom Williams

CO-FOUNDER, CEO

23 years in B2B sales strategy, RevOps and product marketing. Head of Revenue Strategy at Clari after it acquired his company, DealPoint. Built the Supercase modelling engine.



Aaron Bean

CO-FOUNDER, GO-TO-MARKET

Two decades helping go-to-market teams at Google, Microsoft, IBM and Lenovo sharpen their story and run account-based programs.

Assets for each stage of the buyer's journey.

What they read before they call you, what you say on the call, and what you leave behind — all telling the same story.

01



Point of view workshop

The case everything else is written from — root cause, triggers, the number — settled in one working session and signed off.

[DOCUMENT](#) · [MARKDOWN](#)

02



[Your industry] maturity model

A ladder on your drivers, with a slide per uplevel showing the impacts it returns and the change it takes.

[DECK](#) · [PDF](#)

03



Reframed leave-behinds

Your one-pager and first-call deck rebuilt around impact rather than features — same brand, different order.

[SOURCE](#) · [PDF](#)

04



Reframed content

One or two blog posts and one or two case studies, rewritten around the problem and the number.

[DRAFTS](#) · [PDF](#)

05

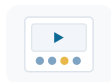


First-call agenda, objections & battlecards

The ideal thirty minutes blocked out, with objection handling and competitor cards in the same kit.

[DECK](#) · [SUPERCASE](#)

06



Training & enablement

Enablement in a Box included, built for first-line manager team meetings; live enablement available as an add-on.

[GUIDES](#) · [DECK](#)

Point of view workshop

Everything else in the kit is written from this. A working session with your marketing, sales and enablement leaders settles what you say and why — root cause, triggers, the number — and the maturity model, the leave-behinds, the content and the first call all follow from it.

SHIPS AS
Document
Structured Markdown
Live in Supercase

1

WHO'S IN THE ROOM

ProductMarketing

SalesEnablement

SalesLeader

TopRep

SubjectMatterExpert

acme — point-of-view.md

2

SUMMARY

Acme makes revenue leaders able to see risk in the quarter while there is still time to act on it... so CROs stop discovering slippage in the last three weeks. ...more

AUDIENCE · ROLE / DEPT / COMPANY PROFILE

CRO or VP Revenue Operations (economic buyer) · VP Sales (champion) · Finance (the skeptic). B2B software, \$50M-\$500M, forecast reviewed weekly. ...more

3

PROBLEM STATEMENT

Revenue leaders find out a quarter is short too late to do anything about it, because the signal arrives through the same people whose numbers are at stake. ...more

C-SUITE LADDER

Forecast misses hit guidance credibility and board confidence... which flows to hiring plans and valuation multiples. ...more

4

ROOT CAUSE

Orgs treat forecast accuracy as a discipline problem and add inspection, when it is a data-latency problem. More inspection makes the number later, not better. ...more

5

BUYING TRIGGERS

Missed a quarterNew CROBoard or PE scrutinyRevOps hireCRM migrationUpmarket move...more

END STATE · CHANGE TYPE

Risk visible in week three, not week eleven. Change type: both (people + process) ...more

6

CANARY METRIC

Share of at-risk deals flagged before the final month of the quarter. Source: CRM stage history + close-date changes. ...more

7

COST-OF-INACTION NARRATIVE

Quarters keep landing short with no time to react, forecasts carry risk the review cannot see, and discounting becomes the tool of last resort in the final fortnight. ...more

WHAT YOU'RE LOOKING AT

- Reframing collateral before agreeing what it should say produces prettier versions of the same thing. The workshop is where that gets settled, with product marketing and enablement in the room, so what comes out is theirs.
- 1

Who's in the room

Product marketing owns the positioning this has to stay true to and sales enablement owns what happens after, so both are core stakeholders from the start and everything that comes out is theirs to own afterwards.
- 2

One paragraph, spoken not read

Written to be said aloud in a first call. It becomes the opening of the reframed one-pager and the first slide of the deck.
- 3

The problem in the buyer's words

Stated as what goes wrong in their organisation, with no product and no category. Every later asset inherits this sentence.
- 4

Root cause — why the obvious fix fails

The claim a point of view makes that messaging does not, and the one a buyer is most likely to argue with. It becomes the second block of the first-call deck.
- 5

Buying triggers

Observable events that make the problem urgent. They drive account scoring, the content angles, and the questions in the first-call agenda.
- 6

Canary metric

A leading indicator that moves before revenue does, with the system it is read from — so the maturity model's levels can be described in something measurable.
- 7

Cost-of-inaction narrative

What continuing as-is costs, in words. The number comes later; this is the reasoning it rests on.

Six weeks, start to finish

- W1

The first draft.

A first version built from public data and what you already know — your deck, call recordings, win-loss notes.
- W2

The working session.

Two to three hours with the room above; new versions come back while everyone is still together.
- W3

Sign-off.

Product marketing and enablement approve, then leadership signs off.
- W4-6

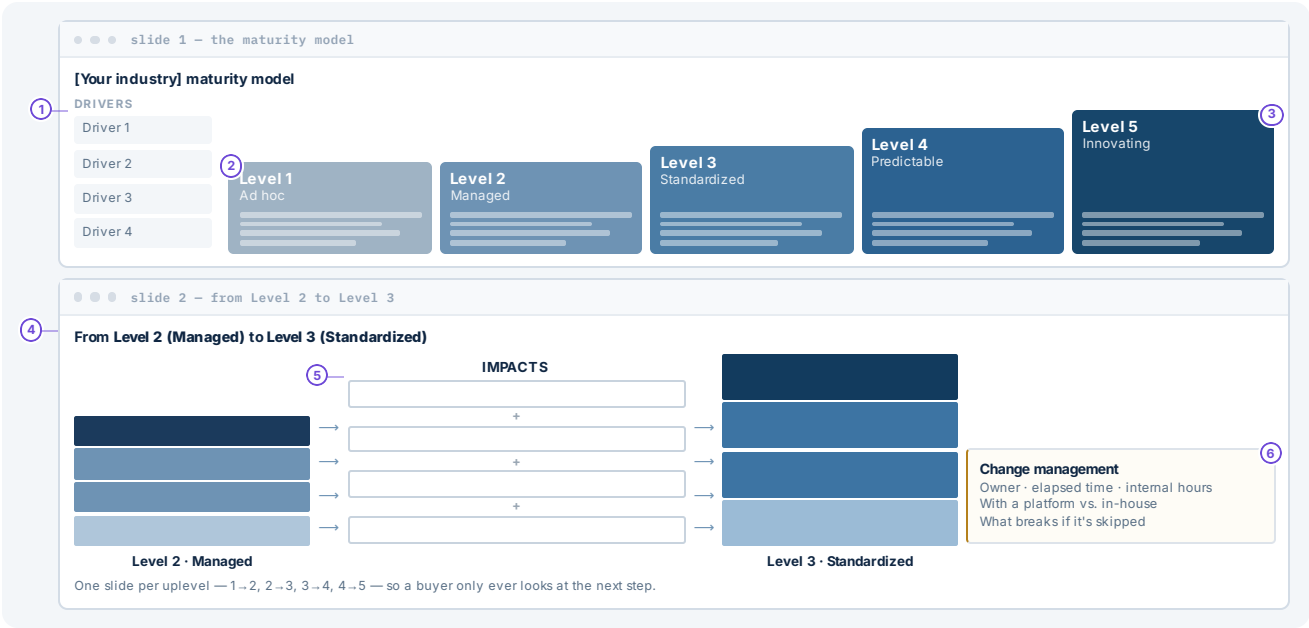
Into the kit.

Everything else here is written from the signed version.

[Your industry] maturity model

A ladder your customers recognise from their own industry, built on the drivers that define maturity in their operation — plus a slide per uplevel showing the impacts it returns and the change it takes.

SHIPS AS
Presentation deck
Exportable PDF
Live in Supercase



WHAT YOU'RE LOOKING AT

- This is not a model of how well your customers buy. It is a model of how well they run the thing your product affects — and telling them which capabilities actually determine the outcome is a useful thing to say on a first call whether or not they buy.
- The drivers are the model — and the drivers are yours**
Maturity is made of something specific: the capabilities that separate a level-1 operation from a level-5 one. Naming them is the reframe. Most buyers are measuring themselves on whatever their industry habitually measures, which is often not what actually determines the outcome — you have seen enough of these operations to know which capabilities do. It is also, not by accident, the ground you are strongest on.
 - Five levels, because five is recognisable**
Ad hoc through Innovating is the shape every maturity model uses, so a buyer can place themselves without being walked through it — and a rep can work out from a couple of questions on a first call roughly which level an account is on.
 - Level 5 is Innovating**
A state the customer stays in and keeps getting better at, rather than a box they tick and stop. That makes the top of the ladder a reason to renew: there is always a next thing worth doing. It also gives your QBRs a ready-made agenda — here is the level you reached, here is the next step, here is what it returns — so customer success inherits a map for growing the account instead of a renewal conversation with nothing in it.
 - Step by step lowers the stakes**
A buyer asked to go from level 2 to level 5 hears a transformation programme and stalls. Asked to go from 2 to 3, with the effort and the impacts both named, they hear a decision they can make this quarter — and they see a result before the next one.
 - Impacts sit between the two levels**
What improves as soon as the step is done, in the driver terms — read left to right, so the return is visually between where they are and where they would be.
 - Change management on the side**
Owner, elapsed time, internal hours, and the honest comparison between doing it with a platform and doing it in-house. Effort and impacts on the same slide is what makes the step decidable — and a step with no cost attached reads as a sales instrument.

Reframed leave-behinds

Your existing one-pager and first-call deck, rebuilt around impact rather than features — same brand, same design, told in a different order.

SHIPS AS

Editable source files

Exportable PDF

Live in Supercase

acme — reframe · one-pager & first-call deck

1

THE ONE-PAGER — BEFORE AND AFTER

TODAY · FEATURE-LED

Acme Platform — Product overview

Unified workspace for revenue teams

✓ Real-time dashboards ✓ AI scoring

✓ 200+ integrations ✓ SOC 2 Type II

Logo wall

"Book a demo"

→

REFRAMED · IMPACT-LED

What it costs to run forecasting the way you do now

The problem, in their words · one paragraph

Root cause — why the obvious fix hasn't worked

The number: cost of inaction, with its basis

What changes, and in what order

One proof point, sourced · the ask

2

THE FIRST-CALL DECK — SAME TREATMENT

1 · About us, funding, logos

2 · Product tour, 6 slides

3 · Integrations

4 · Pricing tiers

5 · Next steps

→

1 · Three things we believe are true of you ...more

2 · Root cause — agree or correct us

3 · What it costs to leave it

4 · What changing looks like, DIY or with us

5 · Who else needs to be in the room

3

Brand, positioning, layout and design system unchanged. What changes is the order things are said in — and new content where a block is missing.

WHAT YOU'RE LOOKING AT

We start from what you already have. Most one-pagers and first-call decks aren't badly made; they're organised around what the product is instead of what it changes, which is a sequencing problem rather than a design one.

1

The one-pager, rebuilt

Feature list and logo wall out; problem, root cause, the number and the ask in. It opens on something true of the buyer rather than true of you.

2

The first-call deck, resequenced

Company slide and product tour move back or out. The first three slides make a claim about the buyer's situation that they can agree with or correct — which is what turns a presentation into a conversation.

3

Not a rebrand

Your positioning and your brand are never touched. We are not offering graphic design, a new visual treatment or a messaging overhaul — the layout, the design system and the words you have decided to stand for all stay. What changes is the order things are said in and the job each block does, and some new content gets written to fill the blocks that turn out to be missing.

Reframed content

One or two blog posts and one or two case studies, rewritten around the problem and the number rather than the product — chosen from what you already have.

SHIPS AS

Editable drafts

Written for placement

Live in Supercase

acme — reframed content

1

BLOG POSTS — ONE OR TWO, CHOSEN FROM WHAT YOU ALREADY RANK FOR

TODAY

"Introducing Acme AI Scoring"

Announcement · features · screenshots · CTA

Reads as product news. Nobody outside the market searches for it.

2

REFRAMED

"Why forecast reviews keep surfacing risk too late"

Problem the reader already has · what causes it · what the fix requires · where a tool helps and where it doesn't

Written so it would stand as a contributed article in a trade publication ...more

3

CASE STUDIES — ONE OR TWO, REWRITTEN TO THE SAME SHAPE

TODAY

"Northwind chose Acme"

Company background · why they chose us · features used · happy quote

4

REFRAMED

"Northwind cut slipped deals by a third in two quarters"

What was going wrong · what they tried first · what they changed · the number, with its basis · what they'd do differently

Same structure as the business case, so a rep can hand it over mid-cycle ...more

4

We pick the candidates from your existing library — what already ranks, what sales already sends — and rewrite those rather than adding to the pile.

WHAT YOU'RE LOOKING AT

Content written to announce a feature has one reader: someone already evaluating you. Content written about the problem is something a rep can send to someone who has not decided to evaluate anyone yet.

1

Posts rewritten, not added

We take what already ranks or already gets sent and rebuild it around the reader's problem. Volume isn't the issue; the angle is.

2

Written to be placeable

Structured as a contributed article, so it could run in a trade publication as-is. We don't place it — that's a different job — but it isn't written in a way that rules it out.

3

Case studies in the business-case shape

What was going wrong, what they tried first, what changed, the number and its basis. Same structure as the case your rep is building, so it can be handed over mid-cycle as evidence rather than as marketing.

4

Candidates chosen with you

From your existing library, on what performs and what sales actually uses.

SUPERCASE

We rewrite your own posts and your own customer stories.

supercase.ai/value-selling-sprint

First-call agenda, objections & battlecards

Built in close coordination with Sales Enablement, and designed to complement the methodology your reps already run — not replace it. The ideal thirty minutes: what happens in each block, what it is for, and what has to be true at the end.

SHIPS AS
[Presentation deck](#)
[Question bank](#)
[Live in Supercase](#)

1

BUILT WITH SALES ENABLEMENT

Draft

Written against their methodology

→

Review

Enablement & product marketing mark it up

→

Revise

Their changes, their language

→

Sign-off

Approved before any rep sees it

2

Fits inside MEDDPICC, Command of the Message, Challenger or your own — it gives the discovery blocks something to be about rather than replacing them.

acme - first-call agenda · 30 minutes

4

THE THIRTY MINUTES, BLOCKED OUT

TIME	WHAT HAPPENS
0-5	Personal connection. No screen.
5-12	Three things we believe are true of you. No screens. Validate three data points that establish urgency and ladder up to a priority their leadership has already stated. Goal: agree which executive objective this rolls up to.
12-18	Root cause — agree or correct us. One slide on why the obvious fix hasn't worked. Spend the time; they will have an opinion. Goal: the buyer corrects something. If they agree with everything, that's a qualification signal, not a good sign.
18-25	Show it working. Their own numbers in the model, not a product tour. Goal: the buyer believes the number could be defended internally.
25-30	Validate and book. Are these figures close? Who else needs to be in the room? Open the calendar. Goal: second meeting, dated, with a new named attendee.

6

OBJECTION HANDLING & COMPETITOR BATTLECARDS — BUILT INTO THE SAME KIT

OBJECTION — "WE ALREADY DO THIS IN THE CRM"

Concede: you do, and the reports work.

Reframe: ask who rebuilt the last board view, and how long it took. ...more

BATTLECARD — INCUMBENT PLATFORM

Where they beat us: breadth, and it's already paid for.

Where we win: the number survives a finance review.

Trap question: what share of deals last quarter had a business case anyone outside sales had checked? ...more

WHAT YOU'RE LOOKING AT

1

Built with Sales Enablement, not around them

Enablement owns the methodology, the certification and everything that happens after the kit lands. We work to their framework: the blocks map onto the stages they already use, the language matches their playbook, and nothing here asks a rep to run a second process alongside the one they were trained on.

2

It complements the methodology, it isn't one

MEDDPICC, Command of the Message, Challenger, or something you built — this doesn't compete with any of them. A methodology tells a rep what to find out; this tells them what the conversation is about while they find it out.

3

Review and approval before anything ships

A working draft goes to enablement and product marketing, comes back with changes, and is signed off before a rep sees it. Nothing reaches the field without their name on it, and the final version lives wherever their material already lives.

4

Every block has a goal, not a topic

What has to be true when the block ends. A rep can self-mark; a manager can inspect it without listening to the recording.

5

The buyer corrects you on purpose

The root-cause block is designed to be argued with. A buyer who agrees with everything is being polite, and the agenda treats that as a qualification signal rather than progress.

6

Objections and battlecards in the same kit

Each response concedes the true part before reframing, and every card names where the competitor beats you. Cards that claim you win everywhere are cards reps stop opening.

SUPERCASE

Agenda, objections and cards are built against your motion and your real rivals.

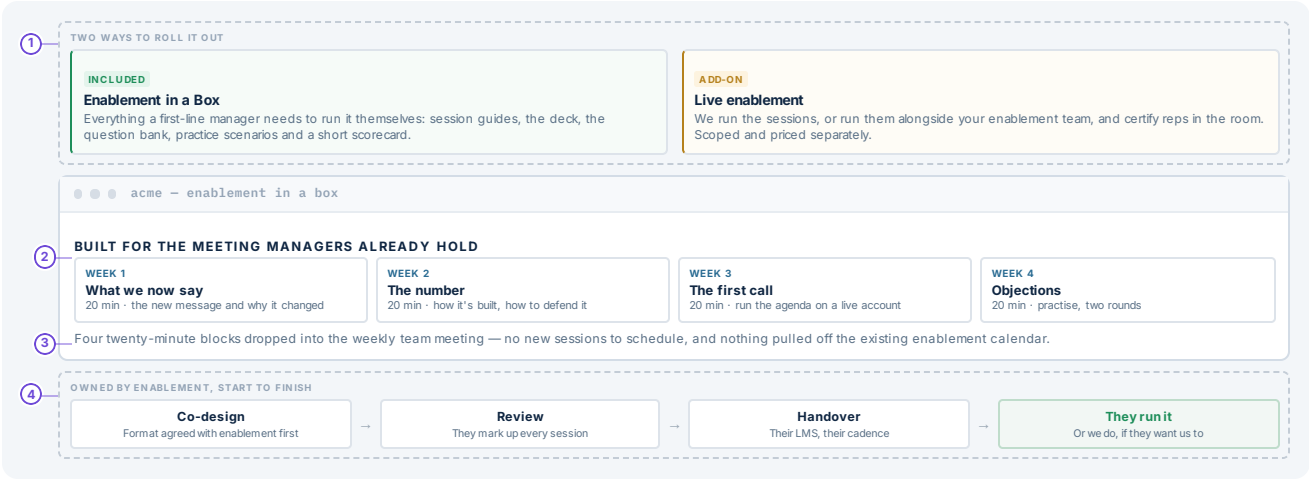
supercase.ai/value-selling-sprint

Training & enablement

Enablement in a Box is included and built for first-line manager team meetings, so it runs inside the cadence your reps already have. Live enablement is available as an add-on when you want us in the room.

SHIPS AS

- Enablement in a Box (included)
- Live sessions (add-on)
- Live in Supercase



WHAT YOU'RE LOOKING AT

Enablement teams are protective of the training calendar, and they should be — it is already full and every new programme competes with something that was planned months ago. So this is built to fit inside what is already scheduled rather than ask for a slot of its own.

- 1 Included, with live sessions as an add-on**
Enablement in a Box comes with the sprint. If you would rather we ran the sessions, or ran them alongside your enablement team, that is scoped and priced separately — it is never assumed.
- 2 Designed for first-line manager team meetings**
Not a training course. Four short modules a manager runs in the meeting they already hold every week, with a guide written so they can run it without preparation.
- 3 Nothing gets deprioritised**
This is the part that matters to enablement: no new sessions to schedule, no existing programme pushed back, no competing for a slot. It complements the training calendar instead of displacing anything on it.
- 4 More engagement, because it's their manager**
A rep pays more attention to their own manager in a team meeting than to a company-wide session, and the manager has to learn it well enough to teach it — which is how it sticks after the sprint ends.
- 5 Enablement owns it afterwards**
Format agreed with them first, every session reviewed by them, and handed over into their LMS on their cadence. When the sprint is over the material is theirs, not ours, which is what keeps it in use after we have gone.

ALSO AVAILABLE

Two more ways we work with revenue teams.

The Point of View Sprint

Your organization's best thinking about the problem you solve, configured once and pressure-tested on your first 10 accounts.

- 01 Point of view
- 02 Cost-of-inaction model
- 03 Change plan
- 04 Grounded research
- 05 Business case & one-pager templates
- 06 Your first 10 accounts, tuned by hand

Four weeks. One point of view. Your first 10 accounts.

supercase.ai/pov-sprint

The Revenue Cadence Sprint

The meetings your revenue teams run, assessed and rebuilt — mapped by team, with a playbook and a defined data set for every one.

- 01 Cadence assessment
- 02 Cadence map, by team
- 03 A playbook for every meeting
- 04 The data each meeting runs on

Four weeks. One cadence your teams can actually keep.

supercase.ai/revenue-cadence-sprint