

# The ValueBuilder System™



SalesEdge is an advanced, interactive sales strategies course designed exclusively for Value Builder advisors who want to close more deals, increase revenue, and accelerate their sales process. This hands-on course goes beyond theory, equipping you with proven methodologies and practical techniques to refine your approach. Through role-playing and real-world scenarios, you'll gain the confidence to navigate sales conversations effectively and position your services in a way that resonates. With a focus on client psychology and trust-building, SalesEdge helps you turn prospects into long-term clients—by making every conversation more impactful and client-focused.

## What You'll Learn

- How to tap into client psychology to build trust and improve conversions.
- A step-by-step approach to crafting value propositions that speak directly to client needs.
- Pricing strategies and negotiation tactics to confidently navigate sales conversations.
- Tools and templates to streamline your sales process and improve efficiency.



## About the Coach

**BRIAN MARSHALL,**  
FOUNDER TRANSFORMATIONAL  
GROWTH PARTNERS

Brian is a serial entrepreneur, investor, author, podcast host, and business advisor with a diverse background spanning 35+ years across a variety of industries. Brian has been involved in starting and exiting half a dozen companies throughout his career, including a broadband technology startup that was sold to a large Canadian-based Telecom company in 2001 for just under \$1 billion. His latest ventures include Transformational Growth Partners, a consultancy he founded in 2014, and a Singapore-based SaaS company, StrategyX, which he co-founded in 2022. He is a Certified Value Builder, Certified StrategyX Partner, Five Behaviors Authorized Partner, and an award-winning sales training coach.

## Course Details

**8 weeks**

**\$1,995 USD**

Limited Space available  
Contact your Customer Success Manager  
to save your seat or go to [valuebuilder.com/training](https://valuebuilder.com/training)  
to submit your training request directly.

[ValueBuilder.com/advisor](https://ValueBuilder.com/advisor)

Throughout this course, Brian will guide your learning through the following topic areas:

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- **Mastering the 'Trusted Advisor' Approach**

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- **Applying the 'Trusted Advisor' Approach Effectively**

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- **Building a Measurable Sales Funnel**

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- **Using Questioning Strategies**

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- **Solving Client Pain Points Emotionally**

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- **Securing Decisions**

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- **Applying Advanced Trust-Building Techniques**

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- **Implementing the 'Trusted Advisor' Approach**

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