



STRATEGIC GUIDE

# Selling with Value Without Losing Credibility

Lead with value without the fear of being caught out. Learn exact phrases that defuse CFO objections and positioning that builds trust.

## WRITTEN FOR

Account Executives, Sales Engineers & Customer Success

[www.valuenova.ai](http://www.valuenova.ai)

**INTRODUCTION**

# The Credibility Paradox

Value selling has a credibility problem. Too many vendors have made too many promises that didn't materialize. Buyers are skeptical, CFOs are cynical, and procurement has seen every trick in the book.

This guide exists because there's a way to lead with value that builds trust instead of eroding it. You'll learn to present compelling value cases without the fear of being caught overpromising, handle skepticism with confidence, and position value as a collaborative exercise rather than a sales tactic.

**The more value you claim, the less believable you become—unless you change how you claim it.**

**SECTION ONE**

# Phrases That Build Trust

The words you choose signal whether you're a credible partner or just another vendor. Use phrases that invite engagement rather than claim certainty:

**The pattern: replace certainty with ranges, replace claims with exploration, replace selling with sense-making.**

**SECTION TWO**

## Handling CFO Skepticism

CFO skepticism isn't an obstacle—it's an opportunity to demonstrate credibility. Here's how to handle common challenges:



## **Sell with value, not hype.**

ValueNova gives your team the methodology and tools to lead with credible, defensible value—building trust instead of triggering skepticism.

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