



STRATEGIC GUIDE

# The Value Modeling Playbook

Stop rebuilding business cases from scratch. Get a repeatable framework for structuring value models that your whole team can follow.

WRITTEN FOR

Value Engineers, Sales Leaders & RevOps Teams

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

**INTRODUCTION**

# Why Value Modeling Needs a System

Most organizations build business cases from scratch every time. Each deal gets a new spreadsheet, a new structure, a new set of assumptions.

The result is inconsistency, rework, and quality that depends entirely on who happens to be building the model.

This playbook exists because value modeling should be a discipline, not an art. You'll get a structured approach that works across deal types, clarity on which value drivers actually move decisions, and a workflow that scales beyond your best individual contributors.

**Value modeling should be a discipline, not an art.**

**SECTION ONE**

# The Value Model Architecture

A robust value model has four layers, each serving a distinct purpose:

**1****Input Layer**

Customer-specific data points that drive the model. These should be gathered systematically during discovery.

**2****Driver Layer**

The mechanisms that convert inputs into value. These are the "physics" of your value story—how does doing X lead to outcome Y?

**3****Output Layer**

The quantified benefits, costs, and net value. These should be time-phased and risk-adjusted.

**4****Narrative Layer**

The story that makes the numbers meaningful. Numbers without narrative are forgettable; narrative without numbers is unbelievable.

**SECTION TWO**

# Value Driver Categories

Not all value drivers are created equal. Organize yours into categories based on how they influence decisions:

**1 Revenue Drivers**

New revenue, accelerated revenue, protected revenue. CFOs love these but scrutinize them heavily.

**2 Cost Drivers**

Direct cost reduction, cost avoidance, efficiency gains. Easier to defend but often less exciting.

**3 Risk Drivers**

Risk mitigation, compliance, business continuity. Undervalued in most models but powerful when quantified.

**4 Strategic Drivers**

Competitive advantage, market positioning, capability building. Hardest to quantify but often the real reason for the investment.

**The art is knowing which drivers to emphasize for which audience and which deal.**

## SECTION THREE

# Building Reusable Model Components

The key to scalable value modeling is reusable components. Instead of building from scratch, assemble from proven building blocks:



## Driver Templates

Pre-built calculations for common value drivers with clear input requirements and assumption documentation.



## Industry Benchmarks

Curated data sets for key metrics by industry, company size, and region.



## Assumption Libraries

Validated assumption ranges with source documentation and update frequencies.



## Output Formats

Standardized deliverables for different audiences (executive summary, detailed model, sensitivity analysis).

**Build these once, maintain them continuously, and your team can produce consistent quality at scale.**



## Stop rebuilding from scratch.

ValueNova provides the infrastructure for scalable value modeling—templates, benchmarks, and workflows that let your team produce consistent, defensible business cases.

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