



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

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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