



Selling Added Value



Selling Added Value (SAV) uses Social Return On Investment (SROI) to map the added value and impact that is achieved by a project or activity and produces qualitative, quantitative and financial results that are relevant to the buyer as the key stakeholder.

Developed by the Social Enterprise Support Centre (SESC), Selling Added Value is a development tool originally funded by the LSC and ESF and currently supported by Capacity Builders. It uses best practice in setting indicators to help map the added value and impact that is achieved by an activity, linked directly to outcomes that procurement officers and commissioners are seeking to buy.

Organisations need to demonstrate the positive changes they bring about in peoples lives (outcomes) and evidence them. Your impact map will help you do this on a single A4 sheet of paper.

Selling Added Value



COURSE OUTLINE

Before the training starts, you will need to do some preparation for the program (gathering info about your organisation that you will need during training sessions).

Morning - All the theory and context you will need with exercises to apply it and begin measuring your added value with an SROI impact map.

Understanding the aims of Selling added value and the training

- Introducing Social Return on Investment (SROI) - *why use it?*
- Scoping the measurement of your organisations added value - *how far do you want to go?*
- Mapping your stakeholders - *what's important to your buyer?*
- Exploring procurement opportunities - *where can we sell added value?*
- Developing an impact map - *theory, examples and then do it!*
- Appropriate indicators - *How do we link our impact to what buyers want?*

Afternoon - Completing the measurement of your added value and looking at ways to use it and sell your organisation.

Developing your Impact maps: issues & challenges

- Exploring buyer's indicators – *what they say they want*
- How to use your added value – *examples of tenders and their scoring*
- The Added Value Statement – *how to sell your added value*
- Systems & resources – *what do you need to do to make this work for you?*

Unlocking the potential of social enterprises



Training Details



The programme will benefit organisations that have been trading for at least a year with a commitment to improve the quality of services delivered.

The programme is less likely to benefit new start organisations unless they have a very clear understanding of the outcomes they are going to achieve. The cost of the programme is £195 per delegate.

SESC will be running the programme on;

Tuesday June 21st 2011

at Hillside, Leeds from 9.30am until 4.30pm

If you wish to attend this workshop. Please complete the booking form overleaf.

Early booking is advised as places on the workshops are limited and the training is very popular.

Booking Form



Please note places are limited to TWO delegates per organisation.

Please note you may need to do some preparatory work before the training day and some exercises based on your organisation

Completing this form does not guarantee your place(s).

A confirmation email will be sent prior to the event.

Please enclose a cheque made payable to the Social Enterprise Support Centre for £195, alternatively if you would like us to invoice you for the amount please tick here

Name _____

Organisation _____

Address _____

_____ Postcode: _____

Nature of Business _____

Delegate One

Delegate Two

Name _____

Name _____

Position _____

Position _____

Email _____

Email _____

Phone _____

Phone _____

Please let us know if you have any access and/or dietary requirements

Please send your completed form to Debbie Yates at
The Social Enterprise Support Centre
Angels Wing II
Whitehouse Street
Leeds LS10 1AD
or email it to debbie.yates@sesc.org.uk



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