

Value Calculator Enhances Sales Process at Vitori Health

Estimates potential employer savings for greater impact.
Generates more leads than all gated assets combined.

Vitori Health is a [market-shaping enterprise](#) that offers a modern alternative to traditional legacy employee health plans. Of note are propriety cost controls that deliver savings so significant, Vitori offers a \$1 million savings guarantee that's unique in their industry.

Persuasive Business Case Simplifies Selling

Vitori uses a value calculator to estimate how much employers can save on health plan expenditures by switching over from legacy health plans. Populated with prospective customer data and real-world savings achieved by others, the [Vitori calculator](#) helps build a solid business case that shows the financial value of Vitori's offering.

Results are presented in a compelling report that can be distributed to the buying team to justify a purchase decision. The report's findings and infographics reinforce Vitori's advantages over legacy health plans and contain unique calculated results and key industry information.

Successful Adoption Yields More Sales

One of the most powerful tools in Vitori's selling process, the value calculator has the highest conversion rate of all gated assets and generates more leads than all other gated assets combined.

Eagerly adopted by the direct sales team, the calculator is also used by the benefits brokers, advisors, and consultants whose influence on plan sponsor buying decisions is essential to Vitori's success.

One-third of brokers that have sold Vitori offerings have successfully used the value calculator as part of their sales process. The tool is marketed to brokers via digital channels and is available to everyone on the [Vitori Health website](#).



SUPERCHARGE YOUR SALES PROCESS

[Value selling tools](#) can show the financial impact of your product or service during every stage of the sales process.

[Contact ROI Selling](#) for proven ROI tools that will generate more leads and close more deals.

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Our value calculator adds a powerful new dimension to the sales process and helps quantify Vitori's cost-saving advantages. Its ease of use and enthusiastic adoption by our sales team and channel partners have boosted sales and strengthened our position as an industry leader.

David Blanchard
Chief Revenue Officer