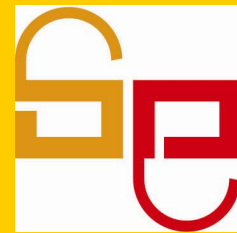


## Selling Added Value



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. Normally this implies a scope/materiality/judgement focusing on the customer/buyer.

Developed by the Social Enterprise Support Centre (SESC), Selling Added Value is a development tool funded by the LSC and ESF. 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.

The difference between this and traditional social accounting approaches is that the buyer can be involved from day one and engaged in a dialogue to ensure that the outputs are meaningful to them and relevant. It captures information that conventional financial returns do not reflect as well as illustrating the value of social and environmental impacts.

# Selling Added Value



## COURSE OUTLINE

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

### **Day 1 - 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?*

Between training sessions you will further develop the impact map for your organisation. You will need to test assumptions made, consult and think about how to measure things and put a financial value on them. 1-to-1 support will be available for this.

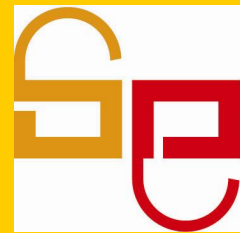
### **Day 2 - Completing the measurement of your added value and looking at ways to use it and sell your organisation.**

Impact maps: issues & challenges  
Exploring buyer's indicators –*what they say they want*  
The Buyer's take - *discussion with a Procurement Officer (or other Buyer)*  
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 Dates



We are currently running a series of training events across the region.

The programme will be running the at:

CERT Community Business Suite, Immingham Resource Centre, Margaret Street, Immingham, North East Lincolnshire, DN40 1LE

**Day 1: 11th February 2010**

**Day 2: 26th February 2010**

Dates in Sheffield are due to be announced shortly.

The training is free for all Social Enterprises and Registered Charities. Please complete the form over leaf to book your place.

# Booking Form



Please note places are limited to TWO delegates per organisation.  
The event is free for Social Enterprises and Registered Charities,  
however delegates should be able to attend both training dates.

**Please note you may need to do some preparatory work before the first training day and some exercises based on your organisation between the two training days.**

**Completing this form does not guarantee your place(s).**  
A confirmation email will be send prior to the event.

Name \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Nature of Business \_\_\_\_\_

Delegate One

Delegate Two

Name \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Phone \_\_\_\_\_

Gender \_\_\_\_\_

Gender \_\_\_\_\_

Ethnic Origin \_\_\_\_\_

Ethnic Origin \_\_\_\_\_

Please let us know if you have any access and/or dietary requirements 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.info](mailto:debbie.yates@sesc.info)**



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