



Venture: Value-Based Selling Built on Credible Business Cases

Venture is a Microsoft-focused digital transformation partner that helps organizations turn strategy into sustainable change. With deep expertise across Dynamics 365, Power Platform, cloud services, and managed support, Venture delivers tailored solutions that streamline operations and improve performance.

Central to Venture's approach is a commitment to long-term partnerships. Rather than focusing solely on go-live, the team prioritizes client self-sufficiency and measurable outcomes, ensuring value continues well beyond implementation.

As Venture advanced its consultancy-led sales model, leadership sought a more scalable and consistent way to frame value for CFOs and boards, prompting the adoption of QorusDocs Value Management.

The Challenge: Scaling a Value-Based Approach

When Jon Byles joined Venture as Sales and Marketing Director, he prioritised strengthening and formalising the company's value-based sales approach to create a more consistent, scalable framework across the organisation.

Like many sales leaders, Byles had relied on spreadsheet-based business cases in prior roles. While functional, these tools were often overly complex, difficult to maintain, and challenging to defend when scrutinized by customers or finance teams.

"Even the spreadsheets I built myself were hard to manage," Byles explains. "It's easy to get pulled into the detail, which can make it harder to deliver a clear, confident story to a CFO or a board."

Across Venture, teams had developed their own approaches to building business cases, each reflecting their experience and the needs of different clients. While these methods worked individually, the lack of a single, unified structure made it harder to present value in a consistent, finance aligned way.

This variability often made it more challenging to anchor sales conversations around clearly defined, defensible outcomes.

Venture needed a standardized, repeatable way to articulate value, one that would resonate with CFOs and boards and further strengthen its consultative, outcome-driven sales motion.

The Solution: Enabling Better Value Conversations

Venture selected QorusDocs Value Management to bring structure, transparency, and collaboration into its value-based selling approach. The solution was aimed at helping them to realize four key objectives.

1. Consistency Across the Organization

QorusDocs provided a standardized framework for building business cases that the entire organization could adopt. Instead of individual interpretations of what an ROI model should include, Venture gained a single, consistent approach everyone could stand behind, both internally and externally.

2. Finance-Ready Outputs

The ability to generate business cases in Word, PowerPoint, and Excel was critical. This flexibility was needed to significantly reduce the effort required to create

polished, finance-ready outputs that resonated with CFOs, finance directors, and boards. The Excel output, in particular, gave financial stakeholders transparency into the underlying calculations, building trust and confidence in the numbers.

3. True Collaboration With Clients

“A business case means nothing if it’s not using the client’s figures,” Byles notes. QorusDocs Value Management allows clients to review, validate, and adjust inputs themselves. This shift—from our business case to their business case—deepens how Venture engages customers. When clients help build the model, they take ownership and feel confident presenting it internally.

4. From Product-Led to Value-Led Conversations

As Venture adopted QorusDocs, sales conversations began to shift. “Being able to use the pre-designed templates for each business case was hugely beneficial, it made me think about additional questions I could ask clients,” notes Byles, “For us, it builds on the consultancy-led approach we already take, helping ensure we capture the information that really matters to them and to us.”

The structured templates and guided workflow help Venture standardize how value conversations are framed. By prompting more relevant questions earlier in the sales process, QorusDocs enables the team to consistently focus discussions on business challenges, outcomes, and financial considerations.

QorusDocs helps ensure conversations are centred from the outset on outcomes, timing and financial considerations.

“When we stand in front of a board, we’re not talking about Microsoft Dynamics features or how great we are,” Byles explains. “We’re talking about their challenges, how we’ll address them, when benefits will be realized, and what the ROI looks like: Net Present Value, Internal Rate of Return, all the things CFOs and Boards care about.”

The Impact: Higher Confidence, Better Outcomes

The adoption of QorusDocs Value Management has delivered meaningful impact for both Venture and its clients. What began as a shift toward structured value conversations has translated into stronger decision-making, greater confidence, and improved commercial outcomes.

Finance-Ready Decisions

Clients now have a clear line of sight into their challenges, the proposed solution, and the financial rationale for change. Live ROI visibility allows stakeholders to see value take shape in real time and adjust assumptions as needed, well before decisions are finalized.

“As you input data, you can see the dial moving,” Byles explains. “You can instantly see how the ROI responds to different inputs, giving everyone clear visibility as the business case develops.”

This transparency helps ensure conversations stay focused on outcomes that matter most to financial decision-makers.

Stronger Client Ownership and Board Confidence

Client access has proven equally impactful. By enabling customers to review and refine their own data, QorusDocs shifts ownership of the business case from vendor-led to client-owned.

In many cases, Venture has seen clients present the business case themselves in board meetings, reinforcing confidence, accelerating alignment, and moving decisions forward more efficiently.

Improved Sales Performance

For Venture, the benefits have been tangible and commercial. Presenting value in clear, finance-ready terms has become a strong differentiator in competitive sales situations.

By grounding sales conversations in well structured, defensible business cases, Venture can now demonstrate value with greater clarity, particularly in scenarios where the impact was previously harder to quantify.



“It’s improved our conversion rates. It’s increased deal sizes. And it’s helped bring even more structure and consistency to our consultancy-led approach,”



Jon Byles
Sales and Marketing Director
Venture

A More Consultative Sales Model

Beyond individual deals, QorusDocs marked a turning point in how Venture sells value. Instead of leading with product features, the team now engages clients around outcomes, financial impact, and long-term value—building trust with CFOs, boards, and senior stakeholders.

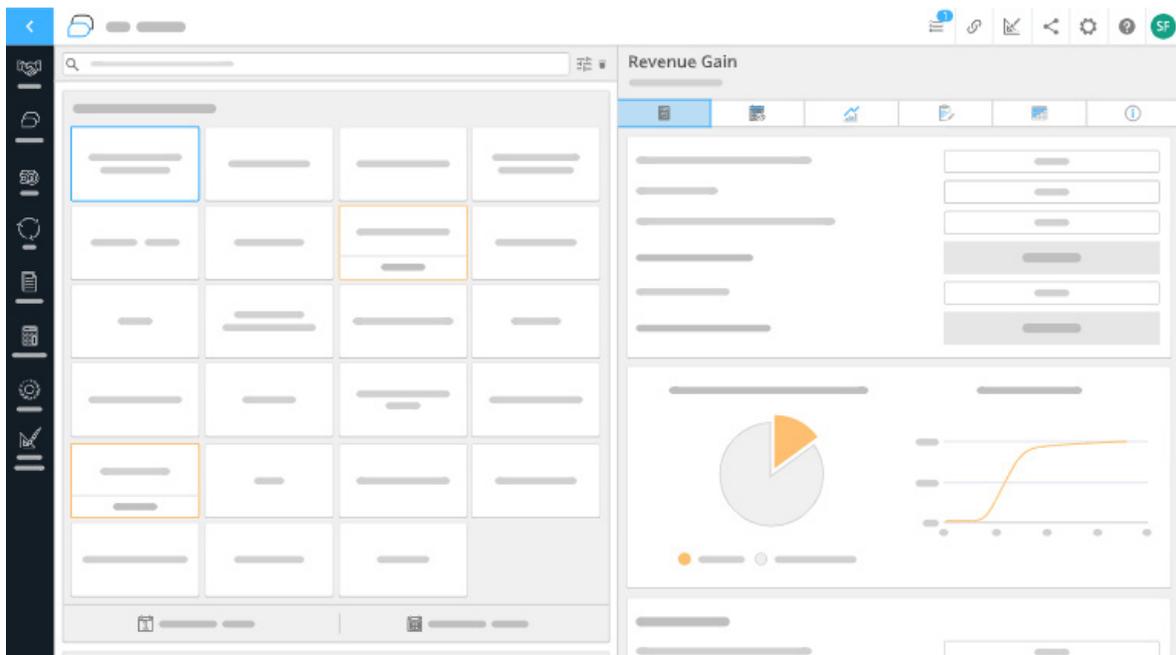
“We’re already winning competitive deals because we can demonstrate a clear understanding of our clients’ business.” Byles says. “QorusDocs helps us articulate that value even more efficiently.”

For Venture, QorusDocs was more than a new tool; it became a catalyst for even more confident, transparent, and value-driven selling. “What QorusDocs offered was a real eureka moment for us.” Byles confirms.

About Venture

Venture is a Microsoft-focused digital transformation partner that helps organisations turn strategy into sustainable change. With deep expertise across Dynamics 365, Power Platform, cloud services and managed support, they deliver tailored solutions that streamline operations and improve performance.

Their people-first approach prioritises long-term partnerships, enabling businesses to become self-sufficient and achieve lasting value beyond go-live. Visit: www.venturesystemsgroup.com



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QorusDocs is an automated Value and Proposal Management platform that unites value management with proposal automation. Built for professional services, legal, technology services, and AEC organizations, the platform supports intelligent business cases and personalized, data driven pitches, presentations, proposals, and RFP responses. Trusted by 200+ organizations, QorusDocs helps firms prove ROI, optimize billable hours, and win more business. The company operates globally, with offices in Bellevue, Washington, London, England, and Cape Town, South Africa.