

## Value Propositions: Best Practices Tip Sheet

### Process Step and Skill

#### A Value Proposition is a must to grow your business

- You are the last mile of marketing for your organization
- Sell the ‘verb’ not the noun – what does your solution **enable**?
- A value prop is versatile: emails, meeting openers, conferences
- Communicates *why* your firm does what it does, serves who it serves

#### Prospects love stories: create “client type” vignettes

- Prepare 3-4 pithy capsules of your best client types and their issues
- Share a problem that you helped address
- Share what clients/customers value in your role in their value
- Ask how relevant your stories are with their situation, build on that

#### Checklist for a good message

- Establishes common ground and speaks to a need or problem
- Provides insight into the “why” for your solution
- Hints to why specific client types already work with you
- Speaks to impact and outcomes (i.e. \$s, % change, satisfaction)
- Explains that you have a special process/skill that enables value

#### Building it: Key themes, “CPS”, Answers to 4 Questions

- Themes: Newness? Speed? Reducing cost? Start with the essence
- Couch your message in the relevant client type of your prospect
- Use **C**lient type/**P**roblem/**S**olution model to communicate your why
- How you help, problems you solve, impact you have, special process

### Coach’s Notes

#### Take verbal control over your brand

*The best companies know what their customers value in their service, and figure out how to deliver on that consistently. For new prospects, share why customers and clients work with you and the impact you’re having. Prospects want to “see themselves” in the relationship with a provider. Let them know why they might be interested and what it could look like.*

#### Share relevant situations that can provide comfort

*So much of what you are selling is not the nuts and bolts of your solution, but the comfort that it’s the right time and investment for it. Customers hate to be wrong with their limited capital. Sell what’s right with stories of where you’ve been successful before. Ask a prospect to describe their ideal scene and continue to align your message with that.*

#### You know its right when you want to tell it.

*Great messaging comes when you’re not thinking about it. For sellers, it’s about finding a connection to a business problem for a certain client or customer type and aligning your solution to that. Messaging also supports the reason for your solutions’ existence (the why), and the impact that it’s having. Don’t forget to explain the special process, or technology that enables that value.*

#### It’s not about claims, its about impact and process

*A relevant and timely message speaks to a client type, the problems or aspirations they share, and relevant solutions that align. When building a conversation, start with a conversation starter that primes a path for how you help customers, the problems you solve, the impact you’re having and that a special process or technique is behind it.*