

Articulating Your Value Proposition How to easily develop & communicate the competitive advantage you bring to the marketplace

Of all the things that salespeople often fail to “get”—the value proposition is right at the top of the list. It’s obvious to the salesperson why people should buy from them—they get commission. But a lot of the time, the customer is just not as benevolent as they need to be so we need to do a little better job in understanding one of life’s key questions:

What’s in it for our customer?

As a salesperson, your lifeblood is a sales call—either in person or on the phone. But I’ll let you in on a little secret, it’s not necessarily the customer’s number one priority.

To remedy this, you need to think about every call in two ways—

1. Why should the customer even bother to talk to me?
2. Why should they buy from me (when they’ve probably already got a good supplier)?

During this program we will be discussing:

- Why the first proposition you have to address is “why the prospect should even give you the first appointment”
- The exact sequence of questions you need to ask your self to begin the process
- How to get your prospects to tell YOU what your value proposition should be
- How to develop the “reason why” your prospects should be doing business with you
- How to quickly and easily communicate your proposition before they tell you to “get lost”

Your value proposition is your competitive advantage. Slight enhancements and clarity of your value proposition can result in immediate increases in your sales ratios.

Join Sales Strategist Joe Ellers for this 1 hour program.