

Winning Value Propositions

By Jill Konrath, author of *Selling to Big Companies*

Crazy busy decision makers don't care about what you're selling. They only care about what it does for them. That's why a value proposition is so important today. It's a clear statement about the tangible business results customers get from using your product, service or solution.

Use your value proposition in your phone calls, emails, voicemails and presentations to help customers understand why it's worth their time to meet with you.

Value Proposition Generator

To craft a strong, customer-enticing value proposition, make sure you include all these elements.

1 Business Drivers ●●●●●

Determine the primary business reasons that customers would use your offering. This is what decision makers really care about.

lead conversion rate	compliance	collections	downtime/uptime
cost of goods sold	operating costs	labor costs	productivity
share of customer	time to profitability	waste	turnaround time
customer retention	profit margins	market share	time to market
lifetime customer value	sales velocity	inventory turns	employee turnover

2 Movement ●●●●●

Customers won't change unless your offering is significantly better for them than their status quo. A strong value proposition always includes movement.

increase	cut	improve	save	free up	revitalize
accelerate	reduce	enhance	squeeze	eliminate	shrink
strengthen	improve	grow	balance	minimize	maximize

3 Metrics ●●●●●

Adding metrics makes your value proposition even stronger and more believable. Don't round your numbers either. They're more believable that way.

Time frame	Dollar amount	Percentages
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Sample Value Propositions

- **Web Marketing:** We help retailers increase their online sales conversion rates up to 58% and their average order size by 25%.
- **Document Management:** We help distributors reduce their order-to-cash processing costs by an average of 67.2% at the same time they increase customer satisfaction.
- **Sales Training:** We help companies crack into big accounts and shorten sales cycles. One of our recent clients had an 87% success rate in getting into the largest companies in the US.

To learn more, get your **FREE** copy of *Developing Strong Value Propositions*
www.SellingtoBigCompanies.com/vp