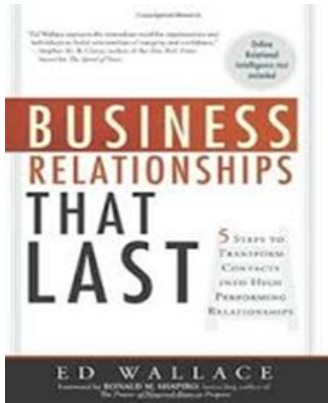




Deliver Impactful Value Propositions



Ed Wallace

Managing Director, AchieveNEXT Human Capital



Ed consults with and speaks for corporations and associations across the globe with a client list that is a Who's Who of Fortune 500 companies. He is the author of *Fares to Friends, Creating Relational Capital, Business Relationships That Last*, and his most recent the #1 best seller, *The Relationship Engine*. Ed was recently published in the *Harvard Business Review*. In addition, he is currently on the Executive Education faculty of Drexel's LeBow College of Business and Villanova University's Human Resources Master's program.

<https://www.linkedin.com/in/edwallace007/>



What is a Value Proposition?

Value Proposition Descriptions

1. *Why your firm is the first, largest, etc.*
2. *Why your solution leads the market.*
3. *How much experience you have.*
4. *Why your firm is an innovator*
5. *How the customer will use/benefit from your solution*

Value Proposition Descriptions

1. *Why your firm is the first, largest, etc.*
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4. *Why your firm is an innovator*
5. **How the customer will use/benefit from your solution**

Value Proposition Shorthand

1. Clear statement
2. Through the eyes of the customer
3. Delivers benefit
 - a) *Increases*
 - b) *Decreases*
 - c) *Eliminates*

**Value Propositions are a sales professional's
'moment of truth.'**

**What % of Buyers expect
Sales Reps to Understand
their Business?**

**What % of Buyers expect
Sales Reps to Understand
their Business?**

85%

**What % of Sales Reps
connect their Solution to
the Buyer's Business?**

**What % of Sales Reps
connect their Solution to
the Buyer's Business?**

<14%



**Targeted Conversation:
Pre-call Plan**

When do business relationships really begin?

- A. From the first LinkedIn connection
- B. Meeting at a conference
- C. Your contact shares a goal, passion or a struggle
- D. Introduction from a colleague

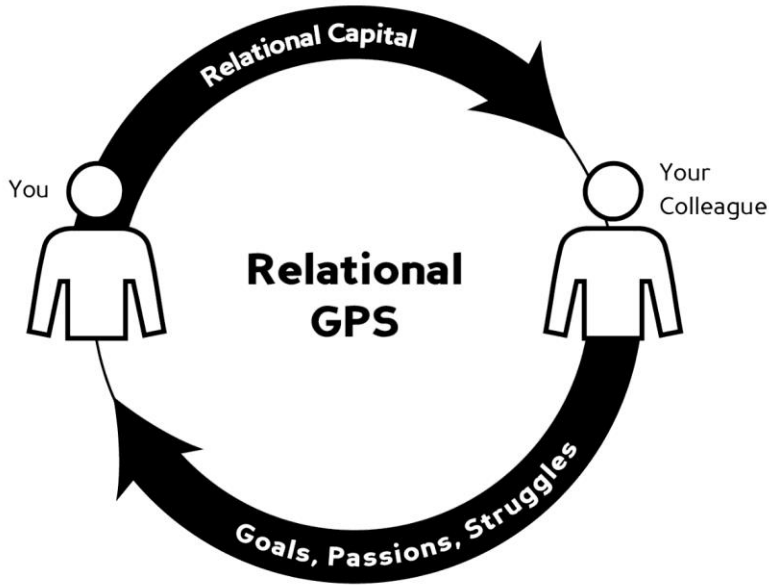
When do business relationships really begin?

**Your Contact shares a Goal, Passion,
or a Struggle**

GPS



Universal Framework for All Business Relationships



Relational GPS®

Goals: Growing business 25% in 2021

Passions: Traveling to connect with family members

Struggles: Securing resources for 2022 plans

Create a Targeted Conversation Pre-call Plan

Helps you align with the GPS/Title of your customer/prospect

- **Develop a pre-meeting plan**
 - **Considering their Goals and Struggles**
 - **Creating credibility advancing Discovery and Qualifying questions around their Goals and Struggles**
 - **Supported by a value statement**

Pre-Call: Goals and Struggles

Title:

Identify the typical Goals and Struggles for this role

Goals:

1. _____

2. _____

Struggles:

1. _____

2. _____

Goals and Struggles

Title: Business Owner

Identify the typical Goals and Struggles for this role

Goals:

- 1. Grow business during pandemic**
- 2. Protect customer relationships**

Struggles:

- 1. Business risks**
- 2. _____**

Discovery and Qualifying Questions

What probing questions could you develop to learn more about their Goals and Struggles?

1. What are you doing differently due to the pandemic?

2. _____

3. _____



Discovery

Discovery

Determining if the buyer has a an unmet need

What do we need to listen for?

1. Problem that you solve?
2. Is it urgent?
3. How do they measure the impact?
4. New Challenges?
5. Are they decision maker or influencer?
6. GPS- Goals Passion Struggles

Strong Discovery Questions

- **What do you find as your biggest accomplishment in the last 4-6 months?...what's holding you back today?**
- I see from LinkedIn you have been in this role since____ what made you want to get in this industry?
- How has your role changed since Covid?
- I see we are both connected to _____ on LinkedIn? How do you know them?

Your Discovery Questions

- 1.



Qualifying

Qualifying Questions

BANT

Do they have a **Budget**?

Does buyer have **Authority**?

Do we understand **Need**?

Do we understand **Timeline**?

Qualifying Questions

BANT

Do they have a **Budget**?

- Do you have a targeted budget?
- How much have you spent for similar purchases in the past?
- Have you been given a budget or will we need to create a business case for one?

Qualifying Questions

BANT

Does buyer have **Authority**?

- Are you the decision maker?
- With other clients we see others involved like ____, are there others involved in this decision?
- Is there someone else you would like to include in the discussion?

Qualifying Questions

BANT

Do we understand their **Need**?

- You mentioned _____ is a current challenge...how long has this been an issue?
- What have you tried so far to improve?
- Other clients have shared _____ is also an issue today, are there other issues that impact this challenge?
- Who is your current supplier?
- What do they do very well?

Qualifying Questions

BANT

Do we understand **Timeline**?

What made this something you want to solve now?

What is your timeline to solve this?

What's the cost of not solving this ?

Your Qualifying Questions – B.A.N.T.

1. Budget _____

2. Authority _____

3. Need _____

4. Timeline _____



**Create a Value Proposition
for the Opportunity**

Sources of Value/Language of the Customer

	Source of Value	Language of the Customer
1	Responsiveness	Their call gets answered
2	Premium product offering	Downtime reduced
3		
4		
5		
6		
7		
8		
9		
10		

For a Strong Value Proposition ...

Revenue

Net Income

Gross Profit

Operation Efficiency

Scrap

EBIT

Cost of Inventory

Net Profit By Customer

Cost of Quality

Down Time

Cycle Time

Just In Time Inventory/ Cash Flow

“GO TO” Value Statement Template

When a customer asks, “*So what can you do for us?*”

We help you **increase** {_____} or **decrease**
{_____} or **eliminate** {_____}

through (add a solution phrase) {_____}

Avoid explaining too much because you want the customer to ask, ‘How are you going to do that?’



ROC Your Initial Meetings



1. Build Rapport

Let your CONTACT set the tone for the meeting.

“I appreciate the opportunity to meet with you....(a few seconds of silence)!”

(If the contact breaks the ice *and* offers an opportunity to build rapport, then establish some early personal common ground...

2. Meeting Objective

“What I’d like to do today is learn about

So that by the end of our meeting we can decide *how to proceed.*”

3. Establish Credibility

VALUE STATEMENT: *We help customers* _____

Launch into your additional ‘learn abouts’

- _____
- _____
- _____



ROC ® - Rapport, Objective, Credibility

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2. Meeting Objective

“What I’d like to do today is learn about how the pandemic is impacting the way you run the business

So that by the end of our meeting we can decide how to proceed.”

3. Establish Credibility

VALUE STATEMENT: *We help customers...*

Launch into your additional ‘learn abouts’

- _____
- _____



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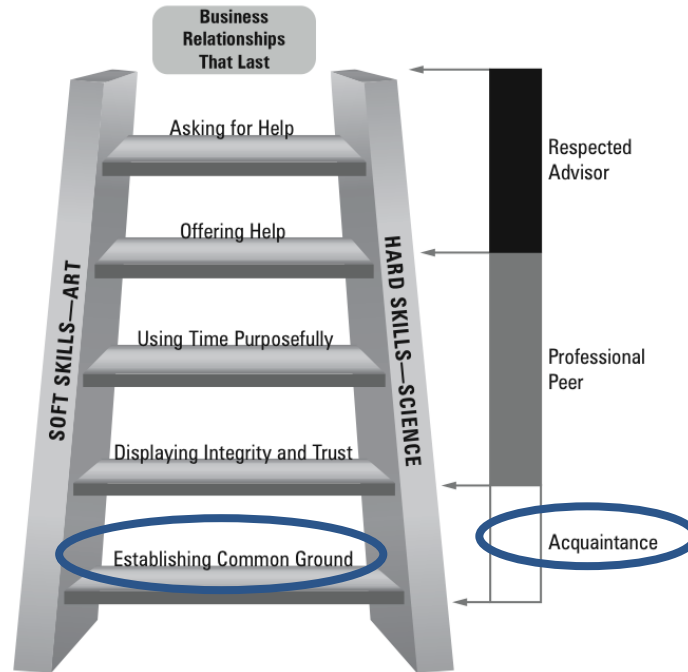
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VALUE STATEMENT: *We help customers* _____

Launch into your additional ‘learn abouts’

- _____
- _____
-

Relational Ladder® Process





Summary

Deliver Impactful Value Propositions

- 1. Prepare a Targeted Conversation Pre-call Plan**
 - Align GPS with Buyer Role/Title**
 - Create Discovery**
 - Apply BANT to Qualify the opportunity**
- 2. Develop a Value Proposition for the opportunity**
- 3. Use the ROC process for your initial meeting**



Always...

...think *“relationship first”* during every interaction!!!



Impactful Value Statements

Free gift - Ed's eBook ***Business Relationships That Last***

ed.wallace@achievenext.com

<https://www.linkedin.com/in/edwallace007/>



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