Developing a Value Proposition Positioning Statement - Exercise RAIN Selling



Before you work on your value proposition positioning points and statement, you need to have a good understanding of the value you provide your customers.

Remember, value is in the ear of the beholder. Follow this process to uncover your value and develop a compelling value proposition positioning statement you can use in your sales conversations and marketing.

- 1. Uncover Your Value
- 2. Make a List of Hot Buttons
- 3. Identify the Elements of Your Value Proposition Positioning Statement
- 4. Avoid Marketing Speak
- 5. Craft a Compelling Value Proposition Positioning Statement
- 6. Test, Refine, Repeat

# **Elements of a Strong Value Proposition**



### Step 1: Uncover Your Value



#### Instructions:

How do you describe who you are and what your company is all about when you first meet people?

How do they know you can help them or someone they know?

Do you help them understand how you can bring value?

Use the worksheet on the following pages to help you gather your thoughts.

### Worksheet:

Brief description of your company: e.g. We are a sales and marketing firm.



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Who are your target customers?

How do you help? What needs do you target?



What is the business value to your customers of solving that need?

What products or services are you offering? Be brief.

What is the proof you can do what you say you do?



What makes you distinct?

Why is that important?

**Ask Your Clients**: Conduct customer interviews to uncover the true value customers receive as a result of working with you. Listen carefully to what they have to say and write down the words they use.

1. Why did you decide to work with our company in the first place?

To Do:

2. What made us distinct when you decided to choose us?

3. What benefits do you gain from the work we've done?

4. How would you describe our work to a colleague?

## Step 2: Make a List of "Hot Buttons"

What are the common themes that evoke emotion and conviction?

#### **INSTRUCTIONS:**

Based on the needs you uncovered and your customer interviews, what common themes are you hearing? What keywords or phrases are repeated?

To the left, list out all of the "hot buttons" you uncovered in step 1 that evoke strong emotion and conviction.

# Step 3: Identify the Elements of Your Value Proposition Positioning Statement

#### **INSTRUCTIONS:**

Reviewing the elements of a strong value proposition positioning statement on the following page, draft your positioning points using the worksheet provided.

### **Elements of a Value Prop Positioning Statement**

Elements of market position Target Clients	When You're Clear on Ideal types and locations of companies, people, and functions that have the need.
Target Need	The afflictions you help solve and aspirations you help achieve.
Business Value of Solving Need	Rational and emotional benefits of solving the need.
Your Offering	How your offerings solve the target need.
Proof of Concept	The evidence to support that what you say will happen will, indeed, happen.
Distinct	Why your company and offering is overall distinct and difficult to substitute.

### You Communicate to the Prospect...

Whether you help companies and people like them.

That you can help solve a need they have or help them reach their goals.

What kind of impact you help people and companies achieve.

That you understand how to solve the problem and that you can do it.

That you're credible, believable, and competent.

How you stand out.

### Worksheet:

Target Clients

Who are your ideal customers? *Tip*: Get specific in terms of industry, size, function, etc.

Target Need

How do you help? What needs do you address? *Tip*: Refer back to the work you did in step 1. What is the root need you help clients solve?

Business Value of Solving Need What value do your clients gain from working with you? *Tip*: Refer back to your client interviews and use the words your clients used. These words will resonate with your prospects. Your Offering

What are your core services? *Tip*: Be brief.



What is the proof you can do what you say you do? *Tip*: What success stories and examples do you have to share?

#### Distinct

What makes you genuine and distinct?

*Tip*: Refer back to your client interviews and use the words you heard your clients use. These words will resonate with your prospects.

### Step 4: Avoid Marketing Speak

### Avoid these common phrases:

- Unique
- □ Efficient, effective solutions
- 210 offices around the globe
- Unique blend of people, processes and technology
- □ Enabling peak performance
- U World-class
- Client focused
- Robust
- **Cutting edge**
- True partners
- □ Today's challenging economic conditions
- Our people are the best / our years of experience

### **INSTRUCTIONS:**

Review the work you did on the previous pages and remove any marketing speak you see. Here's a list of common terms and phrases to avoid.

## Step 5: Craft a Compelling Value Proposition Positioning Statement

#### **INSTRUCTIONS:**

Based on the work you did in the previous steps, write your value proposition positioning statement. Examples are provided on the pages that follow.







### Step 6: Test, Refine, Repeat

#### **INSTRUCTIONS:**

Review the value proposition positioning statement you just created and make sure it satisfies each of these elements.

- Do you explicitly say who your target audience is?
- Does your message focus on the needs (think cathedrals) of the buyer?
- Does your message demonstrate value / urgency of addressing the issue?
- Does your message demonstrate that you understands how to solve the problem?
- Do you create desire and preference for your company? For your products and services?



Your value proposition positioning statement is not a script that you use every time someone asks, "What do you do?" You must internalize it and make it natural.

The work you did here is the foundation and you must constantly test and refine it. Here are a few places to test out your new value proposition:

At a networking event

In your prospecting conversations

On your next phone call

What pieces pique your prospects' interest? What pieces work well? What pieces don't work so well?

Refine and test again.