No Babble Value Proposition

Answering the question "Why do people shop at my business"
By Pat Helmers

If you're struggling to explain why you're in business, it might be time to create your Value Proposition.

A Value Proposition is the business statement a company uses to summarize why a prospective customer should buy a product or use a service. This statement convinces buyers how your product or service will add value or provide a better solution to a problem than your competition.

Value Propositions are the foundation of your business. It's a short framework you share with a prospect to see if they could be a qualified buyer. It's an economical use of words to communicate exactly what value you bring to market.

Unfortunately too many customers fail to understand WHO is there ideal customer. Secondly they fail to understand WHY a customer would buy from them. Without this understanding, you are doomed to struggle with marketing, prospecting, emailing, cold calling or engaging in person with prospective clients in any meaningful way.

Buyers want to know what you can do for them. This Value Proposition explains how your products and services address your ideal clients wants and needs. It will also frame the benefits you provide and why they will find **value** in your solutions.

So it's important to speak in the language the buyer understands.

Focus on:

- One narrow market niche.
- The problem you're trying to solve.
- The solution that will solve the problem.

From the Value Proposition you can build a:

- Pitch
- Tag line
- Extended message
- Blog posts with value drivers
- Discovery questions
- Sales presentations
- Headlines
- Subject lines
- Marketing content

Understanding How Your Ideal Client Thinks

The best way to discover your ideal client or avatar is through [market research](#). For the sake of this article we're going to assume you've done that. A value proposition provides a solid consistent foundation for all your selling. It does this by providing the value drivers, quantification of value and proof.

If you've not completed a solid market research project, an alternative way to start is to ask questions regarding a few of your favorite customers.

Fill in the blanks:

1. My client makes/provides _____ for their customers such as

_____

2. My client is profitable because they _____

3. The greatest struggle my clients experience is …..

4. My client would be highly successful if …….

5. My company sells _____ to my clients that provide the following results……

Learning the Secret Language of your Client

Market research is an opportunity to take your customers point of view. As sellers the benefits of the sale are clear to us; we get paid! However focusing on money is the fastest way to failure. The product or service must have value in the customer's eyes. They will describe this in their own words.

Collect the data from your market research or best understanding of your existing clients. From that data build an avatar analysis table. Use the keywords in their language. The better you understand their motivations, the faster you can provide value and make sales. Learn to speak your ideal client's language and they will be quick to buy from you

"Take your customers perspective"

Value Proposition Framework

Once you have a good understanding of your ideal client (and how best to serve them) build the Value Proposition Framework.. This framework describes the problems, solutions, fears and desires that will be assembled into a coherent statement of value.

Answer the following questions:

1. Who is your Ideal Client?

2. What is the primary "thing" you provide your ideal client?

3. What is the primary benefit the "thing" provides your ideal client?

4. What is the primary pain or desire your ideal client experiences?

5. Why would someone pay you for your product or service (what is it's value)?

To be the best of your ability, use the language, words, idioms, vernacular and lingo of the customers. Using their language will elevate the power of your Value Proposition.

Value Prop Script

Take the answers above and create your value prop by placing the answers in the corresponding blanks. For example, the use the answer to question #1 to complete the first sentence.

_1_____ is my ideal client

and they experience _4_____.

I provide _3_____

through the __2_____ I provide.

My ideal client values our _2_____

because of __5_____.

As mentioned earlier, this Value Proposition can be used to create your sales pitch. This pitch can be used for networking, cold emailing, voice mails and cold calling prospective clients.

Pitch Question

Let's put this new Value Proposition quickly to work. Complete the following:

Do you experience _4_____ in your business?

Consider going to a meetup, sharing your Value Proposition and asking this question. See how it immediately starts the Qualification process with the SORT and DUM questions?

Good luck!