

A collection of tips, tricks and traps on building a value proposition that reaps rewards.

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# VALUE PROPOSITION SELLING SECRETS

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Why Value is the foundation of all selling

**BY PATRICK HELMERS**

"If you provide value and results, the market is hungry to buy" - Pat Helmers



# Value Proposition Selling Secrets

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## No Babble Value Proposition

Answering the question “Why do people shop at my business”

**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 your product or use your service. This statement convinces buyers how your business can add value or provide a better solution 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 companies fail to understand **who's** their ideal customer. Secondly they fail to understand **why** a customer would buy from them. Without this understanding, they're 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** explained in the context of their wants and needs. This framing will explicitly describe the value your solution in their language. When done well, the return on investment is compelling and prospects will be quick become a clients!

## The Customers Secret Language

So it's important to speak in the language the buyer understands. Not your language, their language. When you speak their language they will start to trust you understand their issues.

## Value Proposition Selling Secrets



What you should focus on:

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

Once complete, the value proposition creates value for you too! 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](#). We've talked about this in past eBooks. For the sake of this eBook we're going to assume you've completed a proper market research.

Again a value proposition provides a solid consistent foundation for all your selling. It does this by providing the value drivers, wants, needs, desires, value and results. That's going to be our focus.

If you've not done any market research project, you can't proceed. However there is an alternative way is to ask a few of your favorite customers the following questions.

## Value Proposition Selling Secrets

Given what you know from your past experience, 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.....

Take this exercise seriously. Think hard on the answer and do so thoroughly.

### Defining your Ideal Client

Market research is an opportunity to take your customers point of view. To often sellers focus on making the sales. They want to get paid! However focusing on money is the fastest way to failure. Your product or service must have value in the customer's eyes.

Collect the data from your market research or your 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 Proposition by placing the answers in the corresponding blanks. For example, the use the answer to question #1 to complete the first sentence.

Example:

**Bakers (1)** are my ideal clients and they experience **rising cost of flour (4)**

# Value Proposition Selling Secrets

Build your Value Proposition here. Fill in the blanks:

\_1\_\_\_\_\_ are my ideal clients

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, voicemails 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!

### The Author

Pat Helmers is an international business consultant and technology startup coach. He is the author of the Selling With Confidence sales system and host of the [award winning](#) Sales Babble podcast.

Pat has been in the tech world his entire professional career. Pat started his career as a software engineer for Bell Laboratories. It was there he became an inventor in GSM wireless technologies, earning two patents. He leveraged his expertise and became a trainer for emerging software Object Oriented methodologies, training 1000s of engineers in the USA and Europe. He was promoted and managed various training groups and a technology adoption organization promoting technology transfer.

He then entered the software startup arena, pursuing a career in business development for software startups, enrolling and selling early adopters on new technologies. Eventually Pat was promoted to the Vice President of Sales for an enterprise SaaS startup, building from scratch an inside and outside sales team that generated 8 figure revenues.

Still having the start-up bug, Pat created the *Sales Babble* brand with the [Sales Babble Podcast](#). Sales Babble was created to stop the babble and myth that only pushy salespeople are successful in sales. He believes **anyone** can become skilled in sales. All it takes is an attitude of “helping” clients and adding “value” to their lives and businesses. From the podcast sprung his consulting and coaching practice as well as authoring the [Selling With Confidence](#) sales system.

When he’s not podcasting, Pat is a startup business consultant. He helps businesses find prospects that ache for their products, convert those prospects into clients, then scale up that process for phenomenal growth.

Pat enjoys golf, bicycling, history, and world travel. He is an avid father, husband and loyal friend.