

Is the Problem Your Salespeople or Your Value Proposition?

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Two interesting articles got me thinking about the birth of great salespeople out there. These are the salespeople who are the game changers, the catalysts for new opportunities.

One article was from [Fast Company](#) and spoke to the need for your product or service (and your value proposition) to clearly show how it can fix the "pain" of your customer or prospect. The other article, from the [Financial Post](#), spoke to the changing role of today's salesperson and how fewer salespeople are needed with the meteoric rise of the internet.

Today's crazily busy decision makers really don't care about what you're selling and, to a certain degree, who's selling it. They only care about what it can do for them. Your value proposition has to clearly present the prospect with tangible business results which will be gained from using your product, service or solution. The three main elements of your value proposition should include:

Your prospect's business drivers (i.e. their "pain")

This might include: - Lead conversion rate - Customer retention - Market share - Productivity issues - Turnaround time - Employee turnover - Labour costs - Market share - Sales velocity - Inventory turns - Downtime/uptime - Operating costs, among others.

Your customer's need for a change

Customers won't change unless your offering is significantly better for them than their status quo. A strong value proposition always includes momentum. Words might include: Increase - accelerate - reduce - save - free up - shrink - maximize - revitalize - grow - improve - balance

Metrics

Adding metrics make your value proposition even stronger and more believable. Don't round your numbers. They're more believable that way. These might include: Time frame - dollar amount - percentages.

Here are some 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 as increasing 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 large companies in the U.S.

Fix their pain in a way that doesn't turn their lives upside down and you'll begin hearing a lot more yeses from your prospects and clients.

