

Get your message right *before* you go to market



What is the value of your brand?

Do you struggle to communicate the value of your brand, products & services to your ideal clients?

Can you easily:

- Express your value proposition (The reason your ideal client will buy from you?)
- Turn your expert insights into sales & marketing assets that buyers love?
- Tell your ideal clients the right thing, at the right time, to lead them to buy your most valuable products and services?

Your Brand Value Promise

Would you like a simple, powerful process that you can use to get your message right before you start developing products, creating marketing content and sales collateral?

Why people don't "buy" what you say... (and won't buy what you sell)

You know your value proposition is weak if you hear buyers say:

- I don't need it.
- It's not a priority right now.
- What's your best price?
- I can do it without you.
- I'm sceptical.
- I can't take the risk.

"A weak value proposition devalues your brand & makes your products & services commodities"





BRAND VALUE PROMISE

Most brands go to market with a weak brand promise... then wonder why even their ideal clients don't buy.

A quick look at their website reveals:

- They talk about the business, not the customer
- They focus on product/service features, not benefits that customers care about
- They talk about "being different", but look the same & use the same language as everybody else

"People don't care about your business, your website or your products or services unless you help them to solve their problems or reach their goals."

Putting a strong value proposition front and centre on your website alerts your ideal customer to pay attention to what you do and how you can help them.

Quantifying the value you deliver is particularly important. In fact, a recent Gartner survey in B2B sales found that buyers are up to 250% more likely to buy if the provider can **quantify the value proposition for the customers**.

Requirements to join this workshop

Brand Value Promise workshops are run as intensive half-day sessions in a meeting room away from your office.

We work with one business at a time to ensure we get focus and clarity from your team.

Prerequisites to participate:

- Established, profitable business with numerous success stories.
- Good case studies, documentation, customer feedback & success metrics
- Attendance by decision makers to capture insights & ensure commitment

At the end of the workshop you'll have:

1. Identified your brand's value proposition for your ideal customer
2. Crafted brand value messages that
 - *Encourage buying behavior*
 - *Add value to the deal*
 - *Create Preference*
3. Learnt how to incorporate these brand value messages into sales conversations and marketing collateral

Want to learn more?

Join us for a free online meeting to learn more about our Brand Value Promise approach to distilling persuasive value propositions.

You will get actionable insights you can start using in your client conversations right away.

Call 07 4032 0000 to book today.

