

MARKETINGSOLUTIONS
research-based growth strategies

Research-based Growth Strategies
www.mktg-solutions.com

Marketing and Presenting Your Business

Increase your effectiveness at closing deals

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Agenda

- > Creating a Value Proposition – Differentiate
- > Creating an Elevator Pitch – Communicate
- > Selling your proposal (bid) – Close
- > Q&A Session

} 45-min
 } 15-min

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Developing a Unique Value Proposition

- > **A Unique Value Proposition (UVP) has three qualities:**
 1. It must distinguish your brand
 2. Customers must value the distinction
 3. Position as the *first, best or only*
- > **Developing your UVP involves a 3-step process:**
 1. Identify your core competencies **Business Analysis**
 2. Select those competitively unique **Competitor Study**
 3. Compare to customer values **Customer Survey**

1 Deliver the Right Message

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Competitor Comparison

Characteristic	Company	Competitor
Target Market	Step 1	Step 2
Special Feature	○	○
Quality/Expertise	○	
Price/Value		
Distribution		Step 3
Customer Service	○	○

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Informing Your Unique Value Proposition

- 1. Business Analysis**
– Evaluate your core competencies related to marketing, sales & service
- 2. Customer Survey**
– Ask your best customers about their experience with your company
- 3. Competitor Study**
– Study your top competitors, those identified by your best customers

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How to Develop an Elevator Pitch

> **6-Step Process to Developing an Effective Elevator Pitch**

1. Define who you are and what you do – mission statement
2. Describe your ideal customer – target market
3. Explain what’s special about you – unique value proposition
4. State what you want to happen next – call-to-action
5. Create an attention getter to peak interest – set the hook
6. Put it all together and practice – elevator pitch

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Example of an Elevator Pitch

- 1. Define who you are and what you do – mission statement**
 - Marketing Solutions develops research-based growth strategies
- 2. Describe your ideal customer – target market**
 - We focus on serving small businesses who want to grow
- 3. Explain what’s special about you – unique value proposition**
 - We have a data-driven approach that eliminates the guess work

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Example of an Elevator Pitch

- 4. State what you want to happen next – call-to-action**
 - I suggest we meet so I can demonstrate our proprietary system
- 5. Create an attention getter to peak interest – set the hook**
 - Do you have an interest in accelerating your revenue generation
- 6. Put it all together and practice – elevator pitch**
 - If you have an interest in growing your business faster, Marketing Solutions develops research-based growth strategies that help small businesses accelerate revenue generation...I can quickly show you how we’ve successfully done this for over 400 companies.

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Four Stages of the Sales Cycle

- 1. Identify** responsive and profitable prospects, and distinguish yourself as a qualified provider – you need a good elevator pitch
- 2. Qualify** prospects for their style, situation, wants, needs, desires, budget, timeline and influencers
- 3. Demonstrate** your solution by aligning your features and benefits to the prospect’s wants and needs
- 4. Convert** prospects into customers by addressing their needs and concerns, and asking for the order

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Three Unasked Questions

- 1. What's In It For Me (WIIFM):**
 - Will your product lower my risk or increase my gain
- 2. Why should I Listen to You:**
 - Can I trust you, do you care, will you be there
- 3. Why Should I Buy What You're Selling Now:**
 - Is now the best time or am I better off waiting

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Handling Objections

- > **Defuse the tension**
 - Let the prospect have their objection
- > **Qualify objection**
 - Ask open-ended question to clarify objection
- > **Turnaround**
 - Feel, felt, found technique
 - Takeaway, removes smoke screens
 - Restate UVP through your elevator pitch

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Q & A

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