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

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
2. Select those competitively unique
3. Compare to customer values

# 1 Deliver the Right Message

- Business Analysis
- Customer Survey
- Competitor Study
Research-based Growth Strategies

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

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
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

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.

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
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

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

Q & A

Andrew@Mktg-Solutions.com