



Are You Your Industry's Best Kept Secret?

A compelling value proposition is a vital characteristic that distinguishes world-class sales performers from all others. World-class performers know their company's capabilities and how their solutions add value to the customers. They can clearly articulate this value. The same way. Every time.

Your solution may deliver the most compelling value in the market, but if you cannot communicate it to your prospects and customers, it does not matter. Your sales team needs to be able to deliver your value proposition consistently when dealing with your customers.

Consistency in communication is also a fundamental prerequisite to create a compelling value proposition. Compelling is in the eye of the customer! It is not enough for your marketing department to say that your value proposition is compelling. You need to get it out in front of the customer where it counts. They are the only ones who can tell you if you have a compelling proposition - or not.

Your sales professionals are not the only way your customers receive your value proposition. The internet has thrown the door wide open, allowing Buyer 2.0 to gather information from a variety of sources: your website, LinkedIn, Facebook, etc. While not all these sources are under your control, you need to ensure that your value proposition is communicated consistently across those that are. In addition, when sales professionals or other company representatives participate in third party platforms, they need to be fluent in communicating your value proposition.

This consistency is vital to determining what works. If salesperson A tends to describe the solution value one way, salesperson B another way, and the website says something completely different, the customer is left confused. It's easier for a confused customer to do business with a competitor whose value proposition is consistent, even if potentially less compelling.

World-class organizations put training programs in place to ensure that their sales and marketing teams are fluent in their value proposition and able to articulate it in a variety of conditions, scenarios, and venues. They also establish formal feedback mechanisms to gather input from the field and tap into the customer's perception of value. A large part of what makes these organizations "world-class" is their ability to recognize a disconnect between the customer's perception of value and their organization's formal value proposition and adapt accordingly.