



Sales Messaging and Value Proposition Development

60% of typical purchasing decisions are fully completed before today's decision makers even engage with the sales people of their potential suppliers. The rise of the internet means that buyers have a huge amount of information about your products - and your competitors' - at their perusal. This means that your business offers really must shine when purchasers do come into contact with your sales professionals, your sales presentations and your proposals. The way to shine is to differentiate.

The Importance of Differentiation

Failure to differentiate your solution and your company will result in your prospect buying from your competitor or not buying anything at all. Poor differentiation also means that your solution may be seen as "commoditised", which means that you will be under pressure to discount on price or lose the sale.

Quantum's Sales Messaging and Value Proposition definition services bring you to a full understanding of what customers and prospects most value about your offerings from the buyer's perspective.

Lost sales and prospects perceiving your solution as a "commodity" are symptoms of poor differentiation. Quantum uses a tried and tested method to build differentiation with you, identifying what your clients and prospects truly value - and are willing to pay a pre-

mium for - with regard to your products, services, company and people.

Once we have worked with your team to define and refine your target sales messages we have a "yard stick", a foundation upon which we can develop / re-develop all of your collateral sets and core sales tools including:

- Sales presentations
- Corporate brochure
- Website
- Sales proposals
- Product flyers / brochures
- Case Studies



Whilst “people buy people” and the strength of personal relationships retains a strong resonance even to this day, increasingly knowledgeable purchasers with the power of the internet literally at their fingertips need to be wowed with crisp, accurate, compelling overviews of what your company can offer them. This means that you need to differentiate. A study of 1,400+ B2B customers shows that nearly 60% of any typical purchasing decision - researching solutions, ranking options, setting requirements etc. - is fully completed before any sales conversation with any potential supplier. So when you are given the opportunity to shine with your prospect you must do exactly that - shine! And the way to shine is to be crystal clear as to why it is in the prospect’s best interest you buy from you alone. This is differentiation.

Messaging

How do sales organisations differentiate themselves? Far too often they simply end up saying too much. Way too much. Wordiness or verbosity is confusing for the prospect ... they want to know how your offer really adds value to their business and meets their most pressing business needs.

Our 1/2 day messaging workshops involve those who sell and are responsible for differentiation. The workshop delivers to you a concentrated set of honed sales messages that will really resonate with your future prospects. We also help you establish how to add due weight to your sales messages by using evidence so that your sales claims are accepted and believed by all prospects.

The Information Flow

The agreed sales messages are written up in a short, summary Information Flow document. Once approved the Info Flow becomes the yard stick against which all

existing collateral can be re-assessed / enhanced and / or new collateral developed.

This ensures that all your sales communications are “on message”, always consistent and - perhaps most importantly - serve to differentiate your solution.

Storyboard

Your new sales messages are then assembled in the order that will be most attractive to your prospects. This is the pre-design phase.

Before anyone commits any real time to design in advance of collateral finalisation, an outline mock-up of your sales argument is thoroughly assessed for its strength. (Storyboarding is often most useful and relevant for new sales presentations and proposals).

Final Design

Once the storyboard / mock-up is approved by your team the final design is produced, usually involving a degree of iteration to guarantee that everyone is delighted with the end product.

Launch: Propose and Sell

The final collateral is launched and used with your prospects. Sales messaging underpins a raft of sales collateral types, including sales proposals, sales presentations, brochures, the corporate website, product flyers, case studies etc.

So the precise final output of your harnessed updated sales messages will vary depending on the brief that you have supplied.

Where the final collateral output takes the form of a sales presentation or a proposal template user training or coaching may be required to give you maximum impact in the field.



Messaging Workshop



Info Flow



Storyboard



Design



Propose / Sell



In six weeks they helped grow our funnel by £65m, £31m of which became closed business within four months - a fantastic achievement!

Strategy and Marketing Director



Our messaging workshops bring together your key stakeholders. We are outsiders and so not afraid to test and challenge ingrained - potentially fallacious - messaging and concepts. By the end of the session you have a streamlined set of relevant, sharpened sales messages supported by all stakeholders and ready to be harnessed as presentations, proposals and improved “elevator pitches”.

Quantum’s Sales Messaging and Value Proposition Development services help our clients differentiate their solutions. Better differentiation leads to an improved ability to win new clients and deals whilst avoiding downward pressure on prices.

 Quantum, 16 Queen Square, Bristol BS1 4NT, England, UK

 +44 (0)117 230 1963

 hello@quantumigl.com

 quantumigl.com

