

HUB

SFD Training Series

Creating Effective Value Propositions

Webinar

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**Sales Training
Specialist**

Sales Force Development

What Clients Care About

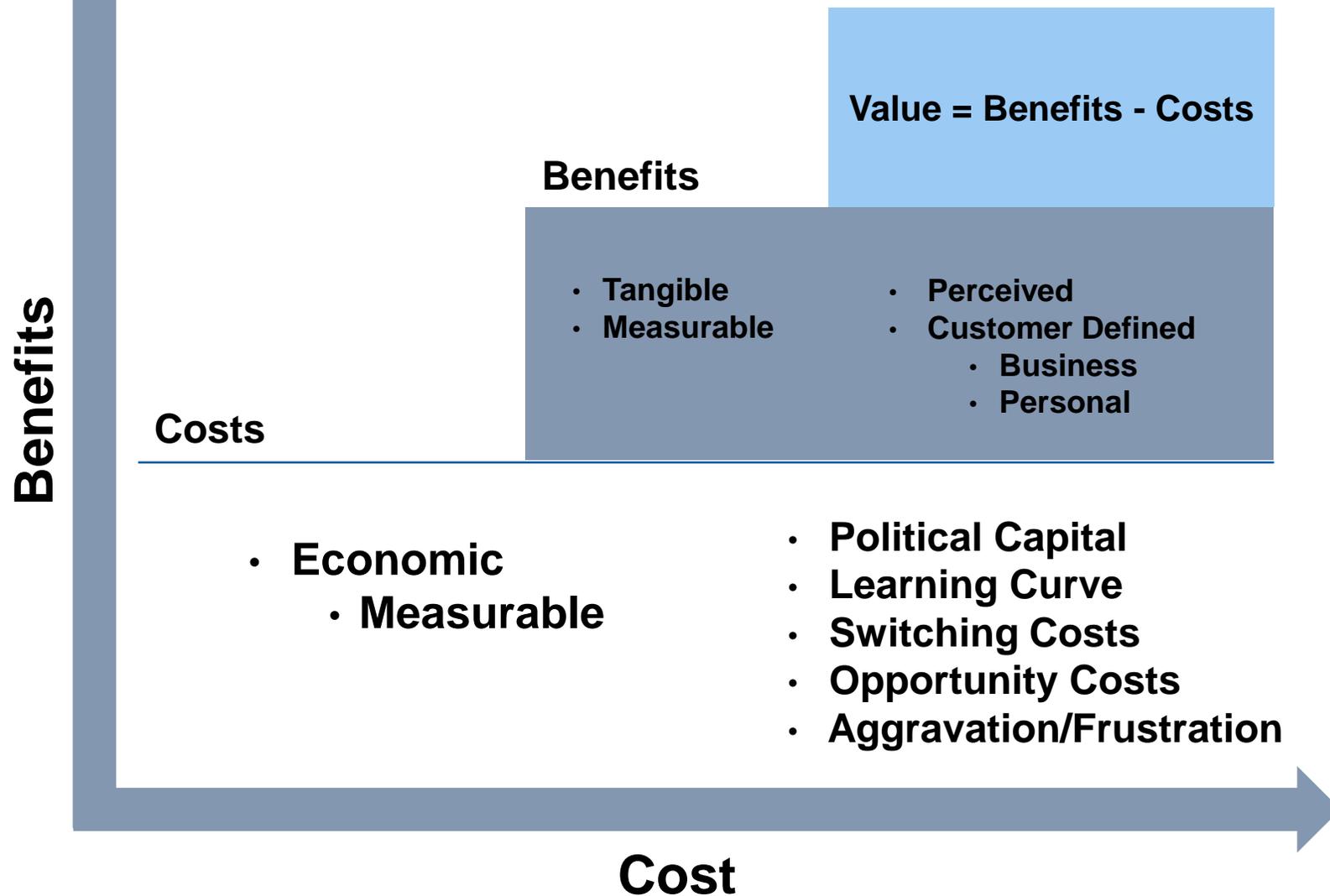




What is “value,” exactly?



What is Value?



I like to buy.
But I hate to *feel* sold.



Today's Clients...



Are experienced at finding information

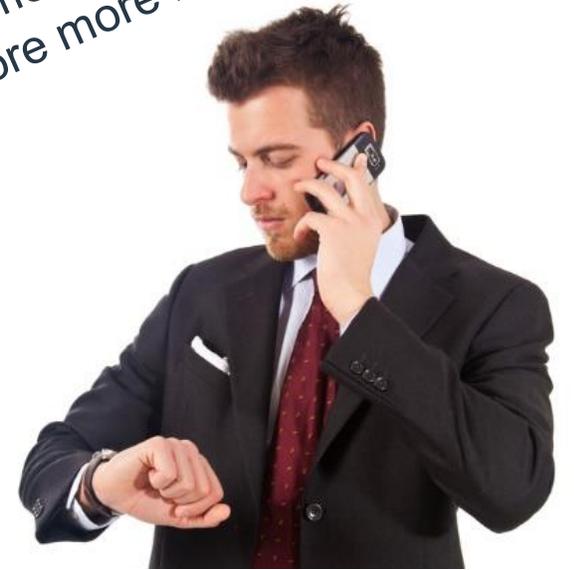
Google  bing
YAHOO!

Want and expect someone
who understands their needs



Have time demands and are
therefore more impatient

Don't want to be 'sold'



Value's a simple concept with a lot underneath



Know Your Clients

- Understand the value the client needs to help them improve their lives



Know Your Capabilities

- Understand what products and features you have
- Understand the “so what” of the products and features you provide



Know Other Agencies' Capabilities

- Understand what value other agencies can provide that you can't

val·ue prop·o·si·tion

noun

(in marketing) an innovation, service, or feature intended to make a company or product attractive to customers.

A **value proposition** is a promise of value to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value (benefit) will be delivered, experienced and acquired.

- Value Propositions address:
 - WHO
 - The client and their customer
 - WHAT
 - The product, service, or solution
 - SO WHAT?
 - The benefit to the client – the VALUE
 - Why to they care?



Start With A Product



- Term Life Insurance
- Universal Life Insurance
- Participating Whole Life Insurance
- Critical Illness Insurance
- Disability Insurance
- Health Care Spending Account
- Employee Benefit Program
- Segregated Funds



HUB

3:30 Squared

Your 21st Century Value Prop



3 seconds

30 seconds

3:00²

3 minutes

3:30²

What does a **3 second** value prop sound like?

I deliver billionaire solutions to people that want to change their financial position.



3:30²

What does a **30 second** value prop sound like?

My team and I help my clients realize their financial goals by lowering their tax costs, making their financial plan more efficient, and improving their ability to grow savings.

We're not right for everyone, but the people we partner with realize lower taxes, and build wealth structures that can last for generations.

It all comes down to how we help them structure their multi-year strategic plan.



3:00

What does a **3 minute** value prop sound like?
It's a "mini-story."

- It follows a pattern:
 - Tell what you've done for a client who's very similar to your current prospect
 - Describe the pain (in tax, savings, or structure terms)
 - Describe what you did, and how it removed the pain
- Put your prospect "inside the story" with phrases like "probably how you've felt" or "similar to what you've probably experienced"
- GOAL is to get the prospect to agree to a meeting with you



Don't Forget...

- Identify what value is and how to define it.
- Discover what value means to the client.
- Explain the Financial, Image, and Performance value of solutions.
- Develop value propositions for real clients using a given framework.



You have questions. I have answers.



