

Episode 9 - Worksheet



CRAFTING THE CLIENT PROFILE : DEFINING YOUR VALUE

Date :

Getting clarity on who you are and what you have to offer allows you to become confident in your sales approach when working with potential clients and customers. Use this sheet to define your competitive advantage over your competitors and accelerate your sales results.

The deeper you go while answering these questions, the wiser you will become. Clarity with yourself will help you connect with your customers better to drive results faster.

1. What is your value proposition for your product/service?

2. What is your value proposition for yourself (How will you make the difference in their lives)?

3. What are your strengths? (Try to list at least 3 strengths in each category)

a) PRODUCT STRENGTHS

- 1).

- 2).

- 3).

b) SERVICE STRENGTHS

- 1).

- 2).

- 3).

c) PERSONAL STRENGTHS

- 1).

- 2).

- 3).

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4. How will you separate yourself from every other sales person out there to stand out above the rest?

5. When pitching to the prospect:

a). What's the benefit of working with you vs. working with someone else?

b). How will working with you make their life easier?

c). What do you want the customer to know about you specifically and why?

6. How will you go above & beyond to ensure a "WOW" experience for your prospect?

7. When a prospect gives you an opportunity to showcase yourself, and your product, what will you do to ensure your promise of service is upheld? (Ex. Response Times, Knowledge & expertise, Honouring commitments / pricing, etc...) Visualise the whole process from start to finish. Write the steps down for yourself to make it easier to understand if needed.

Step 1:

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Step 2:

Step 3:

Step 4:

Step 5:
