

## Make Your Value Proposition Work for You – How to Use It More Effectively

Last month you achieved an understanding of how to design a value proposition by capturing yours on paper using action words and focusing on outputs. This month you will learn how to use it more effectively.

Just to refresh your memory: Value Proposition: noun.

Definition: a statement of what you can do for a client that will improve their condition. It has nothing to do with the obvious business transaction. It is everything else around the transaction.

**Example** – Cima helps executives develop edges to make winning easier through consulting on strategy, & business development and through coaching & speaking.

### The Value Proposition System

Now you will learn how to effectively leverage your value proposition by using a “value proposition system.” The value proposition system consists of three parts: 1. the value proposition itself, 2. three “Do you know what its like when...?” questions that evoke an emotion and 3. three brief examples of what it looks like in practice. If the other person is interested in hearing more, you can then go into more detail. Which of these three parts you utilize depends on the situation.

Do you know what it’s like when...?

**Example 1** – Do you know what it’s like when you feel someone cares about your project as much as you do? We deliver that feeling to clients.

**Example 2** – Do you know what it is like to have international business activity, but you do not know how to button-it up and make it really go? We know how to light a fire underneath and make it take off.

**Example 3** – Do you know what it’s like to enjoy recommending your vendor to a colleague? We generate that feeling in clients.

### What does it look like in practice? - Stories

**Example 1** – We helped a chemistry manufacturer turn a few reactive international sales into a proactive business unit by mapping a strategy, forming an international business division and installing a process to identify partners in 20 countries.

**Example 2** – We designed and delivered a Leadership Coaching Program for a number of senior level executives of a large services firm. The participants had behaviors that produced negative results, e.g. blowing up on team members. The objective achieved was successfully installing an alternative behavior and creating lasting behavior change. The value delivered was more effective executives based on the opinions of the team members working with them.

**Example 3** – Delivering a speech on a subject like this one.

Less is more when using your value proposition system. Pay attention to the other person to determine if they would be interested in hearing examples and stories after listening to your value proposition. Share only as much as the other person is interested in hearing. If you give the other person more than they want, your effectiveness is diminished.

**Luck is preparation for opportunity...**

### About the author . . .

Darren has over 18 years experience in professional services, distribution and manufacturing and he has started and sold two companies. His industry experience includes professional associations, architecture/engineering/construction, industrial and healthcare.

He speaks regularly on the subjects of strategy, coaching, leadership, international business, and business development. Darren’s audiences have ranged from the Business School at the University of Notre Dame in South Bend, Indiana to the local chapter of the Associated General Contractors in Austin, Texas.



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**Cima Strategic Services helps executives develop edges to make winning easier through consulting on strategy & business development and through coaching & speaking.**