

# Managed Sales Pros

Now you're talking.

Fascinate or Fail

# Carrie Simpson, Managed Sales Pros



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# What IS a Value Proposition

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# Your value proposition:



**Is a critical factor in conversion success**



**Accelerates your sales cycle**



**Creates strong differentiation between you and your competitors**



**Increases the quantity and the quality of leads**

## But WHAT IS IT?

A value proposition is a business or marketing statement that a company uses to summarize why a prospect should buy a product or use a service.

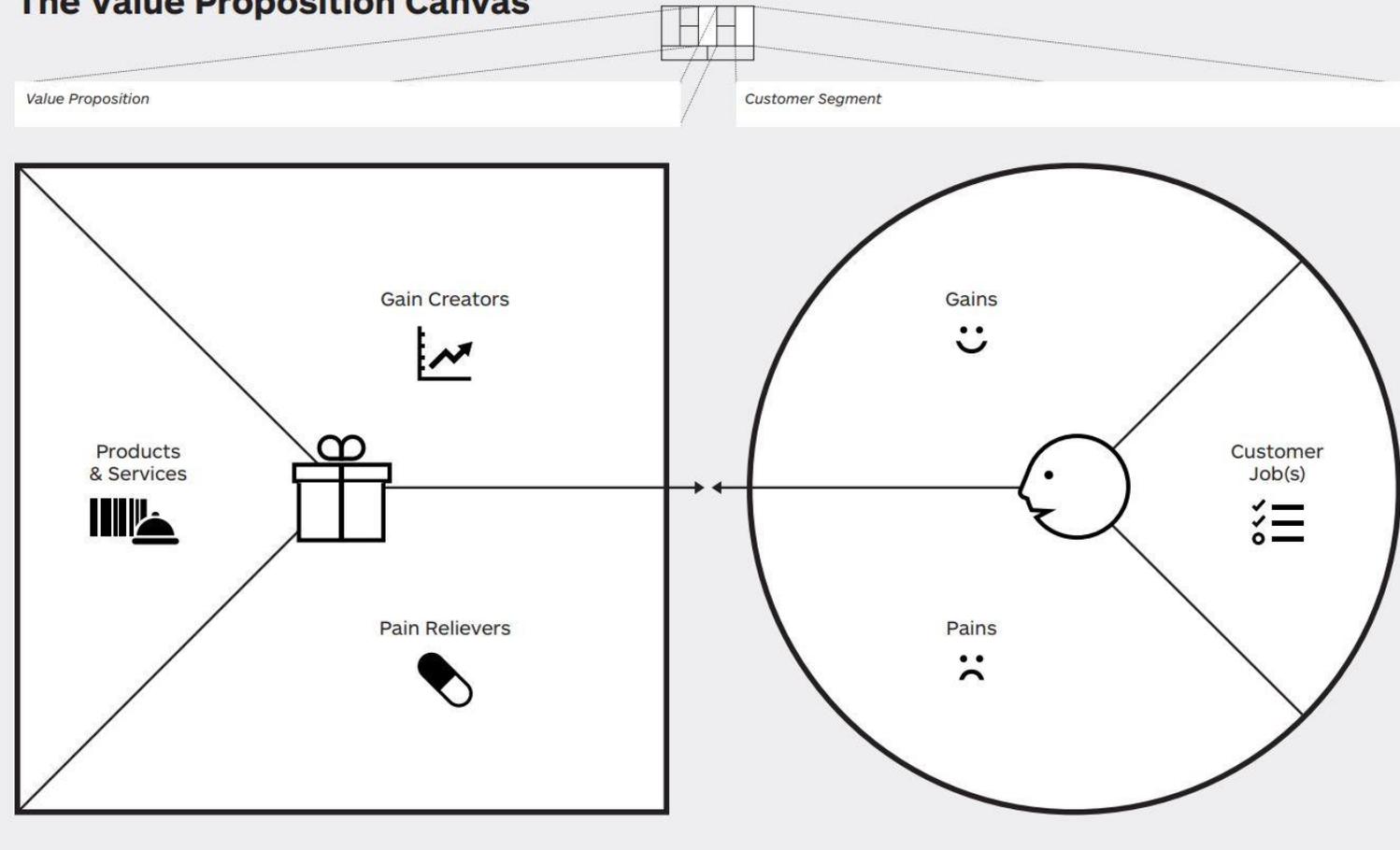


# How Do You Create A Compelling Value Proposition?

# Traditional Value Proposition Framework

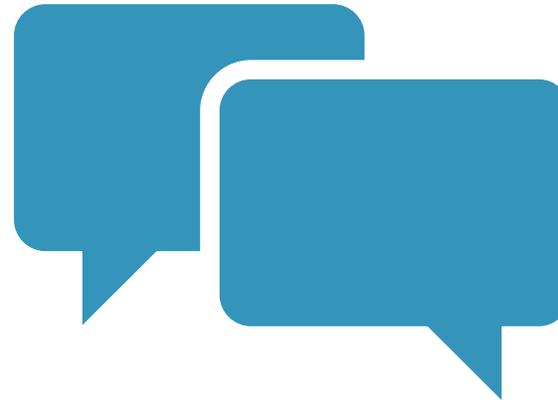
<b>NEED</b>	<b>APPROACH</b>
<b>BENEFITS</b>	<b>COMPETITION</b>

## The Value Proposition Canvas



# Simplified:

- ▶ Here's who our clients are
- ▶ Here's the pain they are experiencing
- ▶ Here's how that pain affects them personally and professionally
- ▶ Here's how we solve that problem
- ▶ Here's how that benefits our clients
- ▶ Here's why a customer would choose us over our competitors



# Do You Already Have a Value Prop?

- ▶ EOS: VTO - Target Market, Three Uniques, Process, Guarantee
- ▶ Rockefeller Habits/Scaling Up: X Factor, Purpose, Brand Promise
- ▶ Strategic Coach: VOTA/Unique Process



<b>CORE VALUES</b>	<ol style="list-style-type: none"> <li>1. Find the Joy (the only thing you can't learn is how to be happy)</li> <li>2. Rise Up! (Alexander Hamilton, my name is Alexander Hamilton....)</li> <li>3. Campground Rules (Leave everything and everyone better than you found them!)</li> </ol>
<b>CORE FOCUS™</b>	<p><b>Purpose/Cause/Passion:</b> Accelerate Growth for Everyone We Touch</p> <p><b>Our Niche:</b> Everywhere Managed Helps Companies Grow</p>
<b>10-YEAR TARGET™</b>	<p>Grow a minimum of 80% every year for ten years while maintaining a 20% profit margin. (The cutoff for Inc5000 in 2018 was 57%)</p>
<b>MARKETING STRATEGY</b>	<p><b>Target Market/"The List":</b> Everywhere Managed provides B2B sales development services to emerging or established companies who have an appropriate budget and are selling into a North American channel. Our clients are located anywhere in the world, and understand the challenge of building, developing and managing sales development teams. Everywhere Managed clients want aggressive growth, and they want to work with a partner, not a provider. They are lacking the data, the capacity or the desire to create effective in-house sales development teams. Our ideal clients grow through adding Monthly Recurring Revenue.</p> <p><b>Three Uniques:</b></p> <ol style="list-style-type: none"> <li>1. Data Integrity creates purposeful and targeted dials.</li> <li>2. Your Clients are Our Clients – we understand your channel</li> <li>3. We don't schedule garbage meetings to make a quota.</li> </ol> <p><b>Process:</b></p> <p><b>Guarantee: Love us or Leave us!</b> If you're not satisfied with our services, give us 30 days notice and we'll all part friends.</p>



# So, What's The Problem?

It's great to have a value proposition  
- now how are you going to share it  
with your prospective clients?



## In Writing?

People are using emojis and abbreviations to communicate, they're not going to read your carefully crafted value proposition.



# On the Phone?

You can tell them about it....if you can get them to pick up their phone...



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# In Person?

Right place, right time, right message?



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Online?

Your website?  
LinkedIn?



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# What's changed?

- ▶ Attention spans
- ▶ Access
- ▶ How We Work
- ▶ Where We Work



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# Micro-Decision Making



People decide in a **few seconds** what they think about you, your company and your offering.



People are conditioned (**scroll, scroll, scroll**) to quickly process content and consume or disregard it.

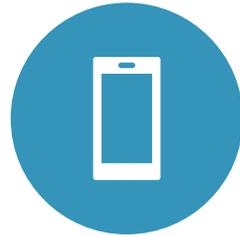


It's no longer about pretty brochures, sleek websites, well crafted emails, open ended question based cold calling....

# How long do you have to capture attention?



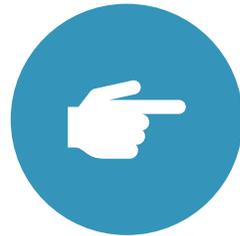
In person? 7 seconds  
(Forbes.com)



Phone? 60 seconds  
(financialpost.com)



Online Bio? 1/10<sup>th</sup> of a  
second (Inc.com)



Website? 2.6 seconds  
(www.creativepl.com)



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# So If You Can't Deliver Your Carefully Created Value Prop...

How are your prospects deciding who they will do business with?



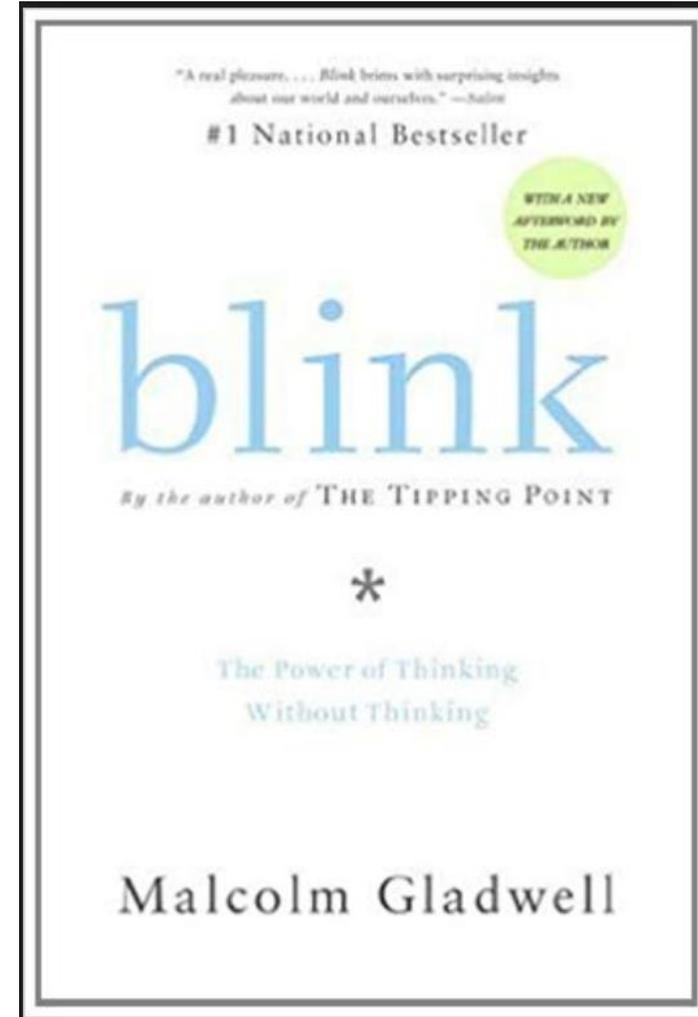
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# Prospects are Making Snap Judgements

- ▶ Based on unconscious bias
- ▶ Based on first impressions
- ▶ Based on how you make them feel, not what you say

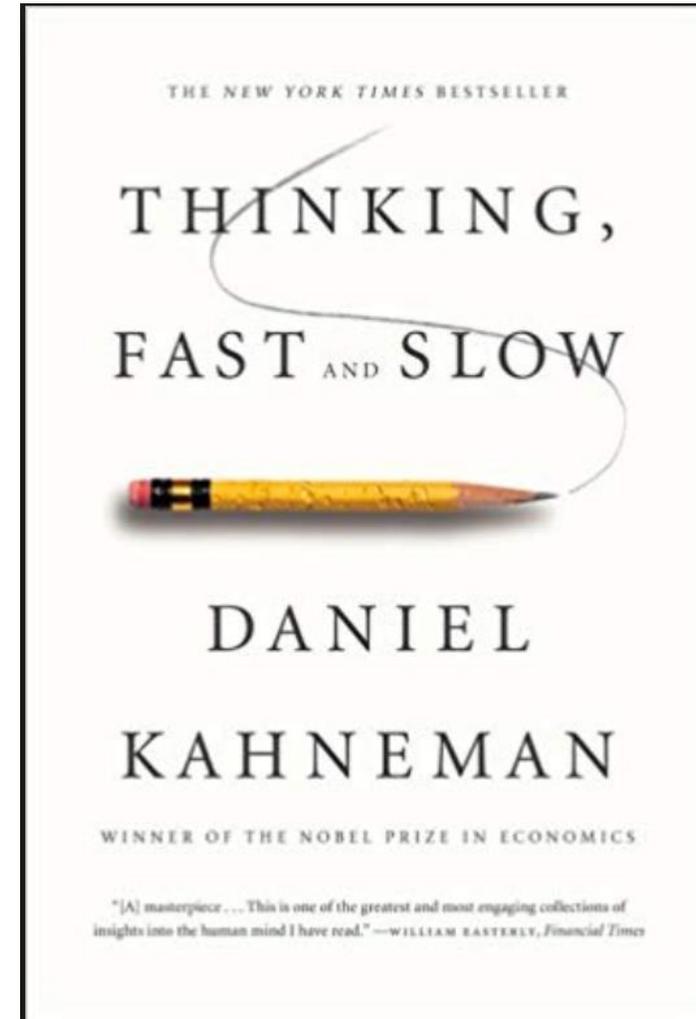
# Malcolm Gladwell Says...

- ▶ “Thin Slicing” - finding meaning in the smallest of interactions
- ▶ “Priming” - snap judgements based on subtle environmental clues, perhaps at odds with what we already thought we knew
- ▶ “Mind Blind” - perception that is distorted by stressful situations



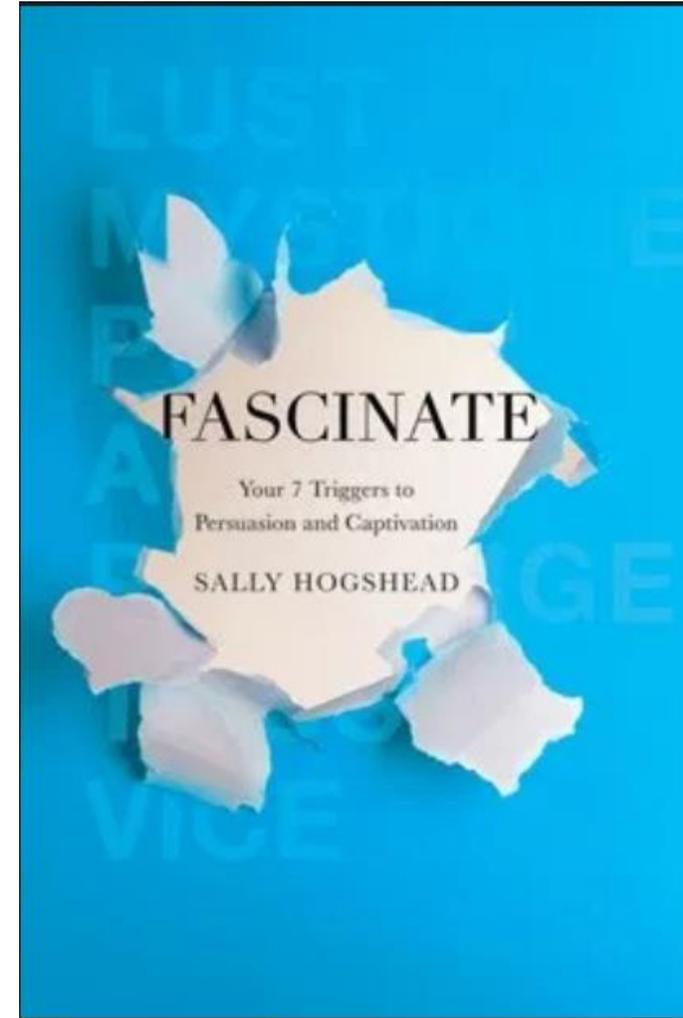
# Daniel Kahneman Says...

- ▶ System One Thinking - Instinctive, Incapable of Experiencing Doubt
- ▶ Optimism, Assumptions, Predictions not based on facts
- ▶ Loss Aversion > Gain



# Sally Hogshead Says...

*“Fascination is an intense emotional focus, where your audience is totally captivated in the moment you’re communicating with them, without any distractions. They’re totally connected to what you’re saying.”*



# Fascinate...or Fail



- ▶ We know people tune out after a few seconds of anything they find uninteresting
- ▶ We know people make snap judgements blinded by system one thinking
- ▶ We know people are influenced by the environment they are in when they receive information
- ▶ We know stress triggers irrational responses
- ▶ We know people are motivated more by not losing something they have than by the idea of getting something new
- ▶ We know that fascinating is more important than factual



# What Does That Mean for Value Prop?

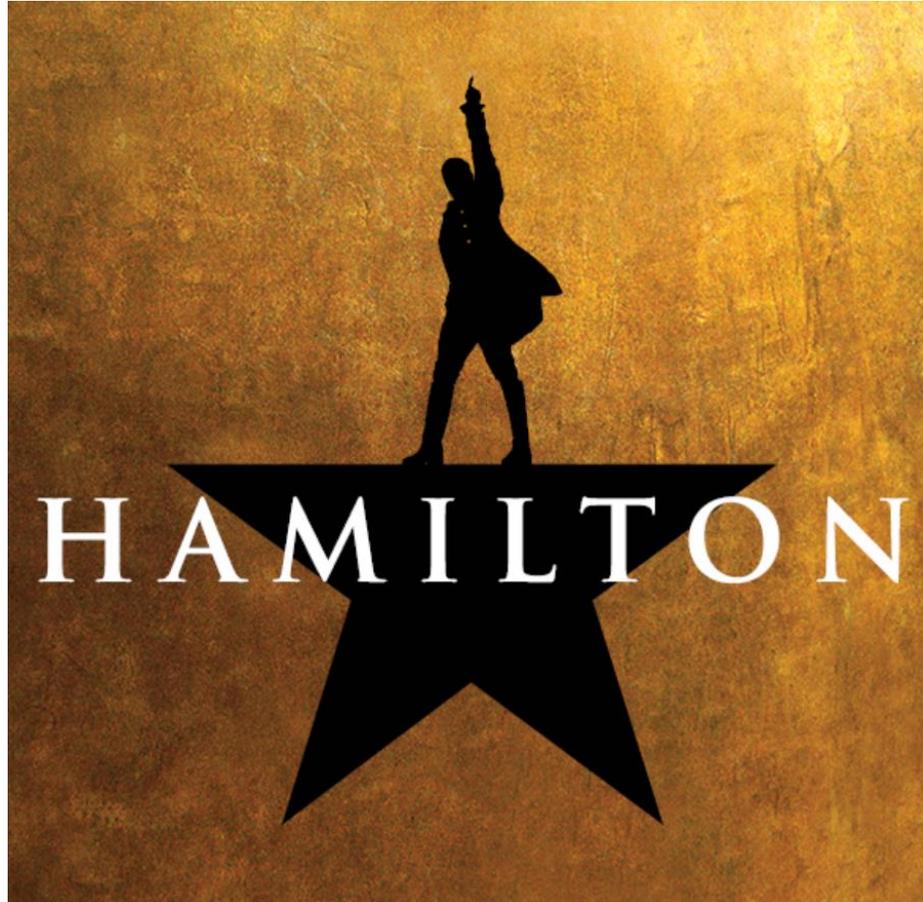
- ▶ You still need one - clarity is important for you, your team, your marketing plan
- ▶ You will have the opportunity to talk about your value prop later in the sales process if you manage to gain that split-second trust and interest
- ▶ If you've not yet created yours - do so - clearly define who you want to work with and what you offer, what problems you solve and why your approach is better for your clients.
- ▶ *“In the niches, there are riches”*
- ▶ *“The only thing you can't scale are exceptions”*



# Now Get Out There And Fascinate!

- ▶ Environment: noisy tradeshow floor isn't ideal - can you PRIME there or will it create a MIND BLIND association that is negative? Move your conversations to quiet, pleasant spots as soon as you are able.
- ▶ Eye contact and a genuine smile: essential on approach - your SLICE moment.
- ▶ Confidence in all interactions: SYSTEM ONE THINKING BELIEVES WHAT IT SEES
- ▶ High emotional engagement - communication from a unique and authentic place
- ▶ *“People may forget what you said, but they don't forget how you made them feel!”*





Do Not  
Throw Away  
Your Shot



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# Don't Forget to Rate This Session in the App!

## How to Rate Sessions:

1. Tap on Event Agenda icon 
2. Tap on the session you want to rate
3. Tap how many stars
4. Write a review (if you want)
5. Submit!

