



Weave Your Sales Message With Golden Thread:

*Developing An Effective Value
Proposition*



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Objectives



Tips on Developing a Value Proposition Consistent with your firm's brand



Adapting the Value Proposition for different audiences & Communication styles



How to Fill the Gaps When Client Knowledge is limited

Top Takeaways

Find out how to uncover the evidence you need to differentiate your solution

Discover how to demonstrate value your customer cares about—provable outcomes that actually save time, money or resources

Learn the key “*must do’s*” in the business volume to convey your value proposition

Developing Value Proposition – The Golden Thread

01

Understand your
customer's needs

02

Understand you
own strengths and
weaknesses

03

Understand your
competitor's
strength and
weaknesses

Uncovering the Evidence You Need

Customers buy benefits – Work with the customer to co-create the solution

Ask Quality Questions, Multi-Level Questions

Verify – *NO GUESSING!*

The magic question ... *“What else?”*

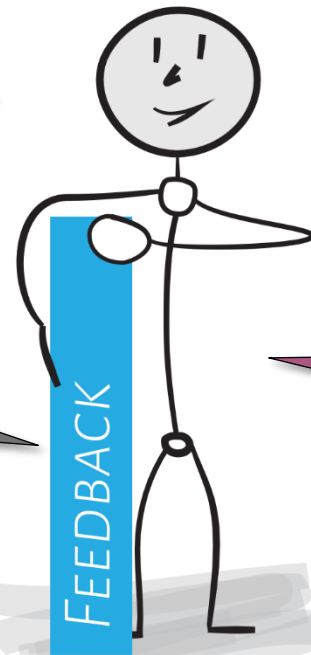
- **What is working today?**
- **What do you need that you aren't getting now?**
- **If you could get that, how would it make your organization better?**
- **If that happened, how would it impact your customers?**
- **How much extra would you be willing to pay to get that added value?**

How to Mine Your Approach— Discovery

Ask!

Make ownership
of customer
issues explicit

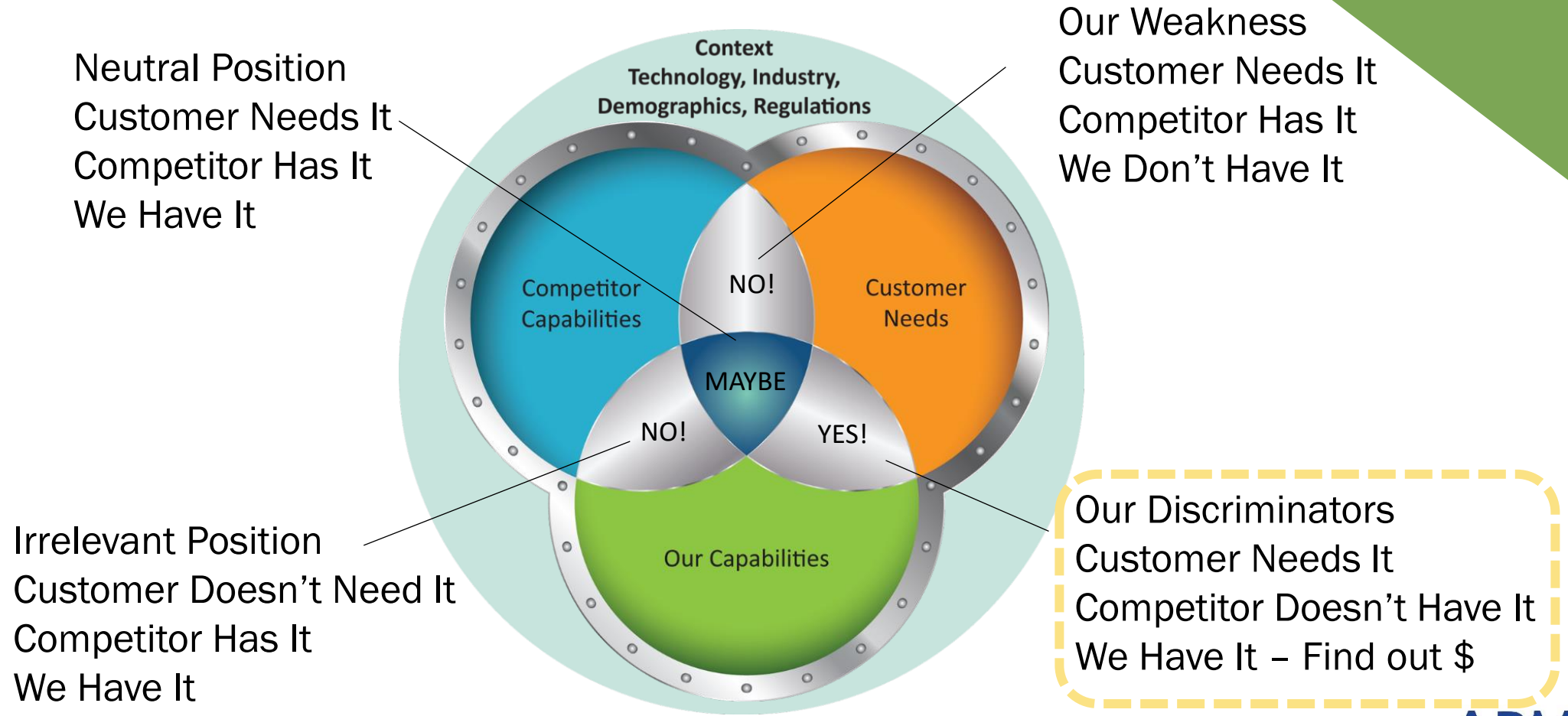
Identify different
types of evidence –
Problem and impact,
Result and impact



Quantify the
impact - \$\$\$

Confirm you
“got it right”

Define the Sweet Spot



How to Adapt Your Golden Thread for Audience & Communications Style

Learn who your audience is – the composition can be complex

- There are many audiences inside your audience
- They have competing and complementary agendas
- They have different “hot buttons”
- They want different things accomplished

What is important to each member of your audience?

- Find out specifically so you can tailor your message

WILLIAM "SKIP" MILLER

SELLING ABOVE AND BELOW THE LINE

*Convince the C-Suite.
Win Over Management.
Secure the Sale.*

Different Value Propositions for Different Audiences

Senior Execs

- Interested in “Time Travel” looking 90 days ahead or 90 days back
- What is the challenge to get to your goal? What’s the size of the challenge (numbers)? What are you doing about the challenge?

Operations Execs

- Interested in “Dealing with Today”
- What’s the budget?
- What are the features and benefits?
- What are the advantages of your solution?

Executives & Business Audience



Pitch the benefits to our corporate good & our overall plan



Significance of your approach - why we should choose you? (bottom line it)



Prove to me what matters most to us – what's in it for me? (WIIFM)



Tell me about the important items that are above just the minimum requirements

Legal/Contracts



Show me you will be a solid partner



No contractual ramifications of choosing you

Finance/Accounting

- Totally about the monetary benefits
- How much can you save us in time, resources, and money (especially money)
- Quantify, quantify, quantify \$



Business Volume – Putting a “Value” on Added Value

When you highlight “value” of your added value = easy to choose you!

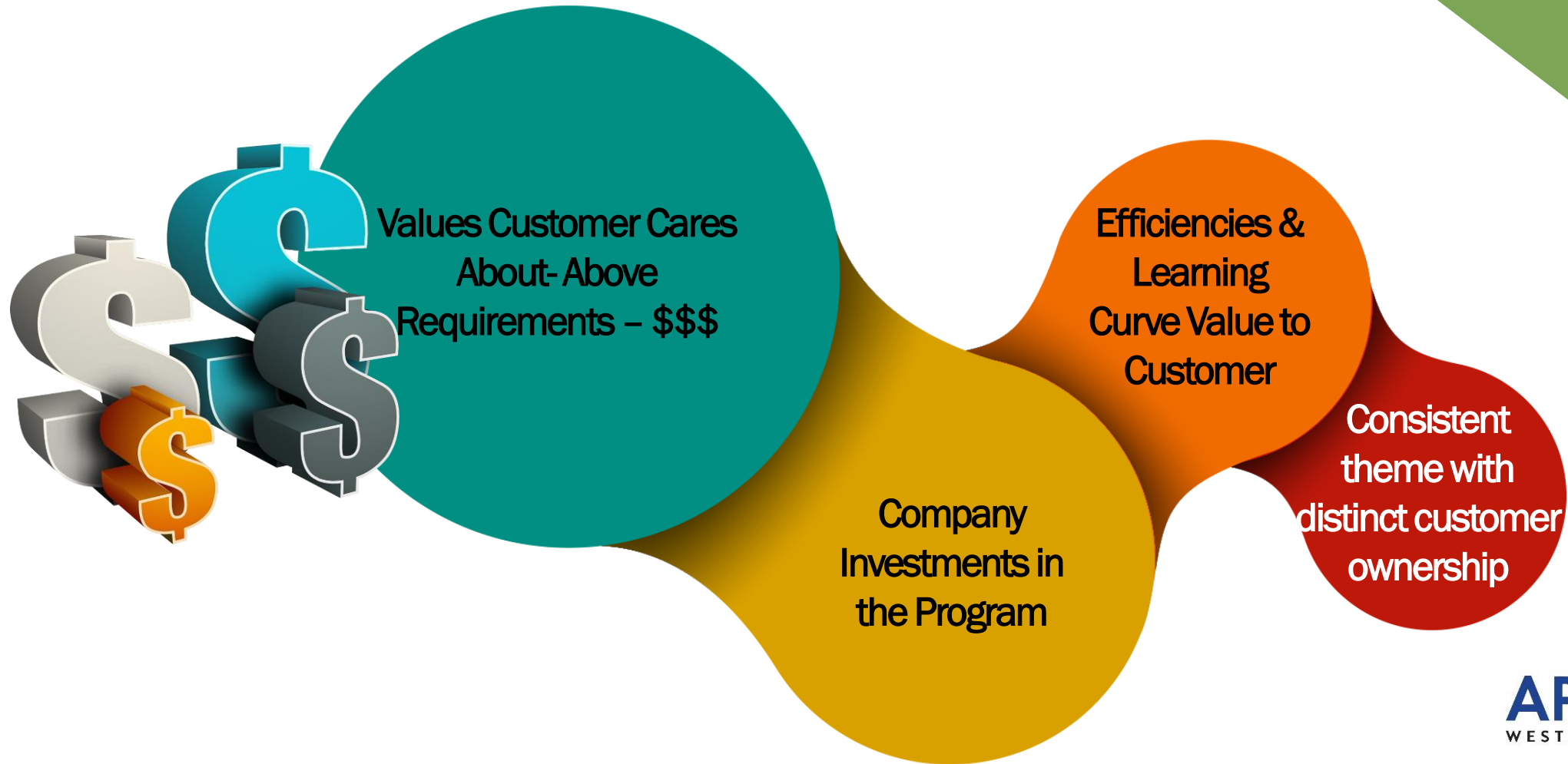
Show customer your solution meets their value definition

Tout in business volume executive summary – importance of syncing the exec summary and cost/business discussion

Bring out features & benefits – Why us/Who cares?

Define value of the feature /benefit “back of the envelope”

Weave the Executive Summary With the Golden Threads



Use the Evidence to Differentiate Your Solution

- Prioritize & Assign Value
- When possible, verify the solution in advance – Prioritize what matters most
- Business Volume – Quantify Features, Benefits, and Significance of Your Approach (how do you save time and money)
- Assure consistency between the solution and the business volume

Use the Golden Threads in all your communications



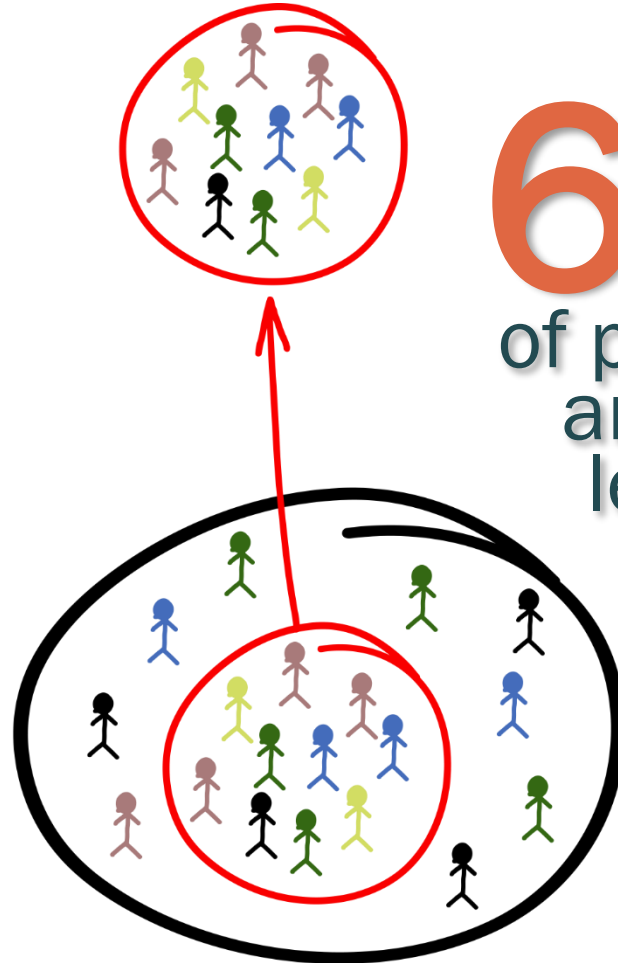
- Customer communications
- Emails
- White papers
- Proposal
 - Technical/Management Write-ups
 - Cost or Business Narrative

Elements of Customer Focused Writing

Criteria	Definitions
Compliance	Have all bid request requirements been addressed, and all instructions followed?
Responsiveness	Does the proposal clearly and directly address the prospect's needs?
Strategy	Is it obvious why this offer should be selected?
Competitive Focus	Is it obvious why this offer is better than competitive offers?
Quality of Writing	Is the writing customer focused, well organized, clear, and correct?
Visualization	Do visuals clearly communicate major selling points?
Page and Document Design	Is the proposal professional in appearance and easy to evaluate?

Golden Thread “Must Do’s” – Conveying Value

Tables and Graphics



65%
of population
are visual
learners

Conveying Value Visually

Tables and Graphics

Tables show your assessment of value – each item and total

Added Value	
<i>Value Items</i>	<i>Value/Savings</i>
Increased Efficiency	\$250,000
Improved Staffing	\$300,000
Indirect Cost Savings	\$150,000
Company Investments	\$100,000
Compressed Schedule	\$80,000
<i>Total</i>	\$880,000

Value

Cost Savings to Similar Customers

2018

67%

2019

68%

2020

71%



Real Client Results

Win Rate Over Time

Win rate based on number of opportunities won.

2017 67%

2018 68%

2019 71%



+34%

Cost Savings

Savings compared to the traditional approach within a 6 month period.

Efficiency Cost Per Page

Proposal cost per page provides an excellent measure of proposal development efficiency.

Improved Proposal Efficiencies



Consistent Staff



Reduced Development Costs

**Conveying Value –
compound graphic easy
to consume**

Proposals Are Scored Not Read

Factor	Tech Report	Proposal
Purpose	Inform	Persuade
Audience	Peers/Customers	Evaluators
Author	Individual	Team
Assessment	Absolute	Relative
Cost	Small	Large
Oversight	Limited	Significant
Focus	Features	Benefits
Evaluation	Objective	Subjective
Consequences	Small	Large
Action	Read	Scored

Provable Outcomes That Save Money/Bring Value

When you discover customer needs and tie to discriminators, customer wins!



Road test your outcomes—does the customer need it?



How have you done this before?



How much have you saved other customers? – Demonstrate graphically

When all else fails



Press Releases

SAM.gov

Industry Websites

Associations

LinkedIn and Other Social Media

Subscription Services

Consulting Firms

Thank you for your Participation Today



Thank you for attending

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Conveying Value Visually

Tables and Graphics

Graphics depict the enormity of the values – “stacked” like piles of money



10 Indicators of Customer-Focused Writing

01

Is the buyer named before seller?

02

Is the buyer named more often than seller?

03

Is the Customer's Vision Statement evident?

04

Is the Vision Statement specifically linked to this buy?

05

Are the Customer's hot buttons prioritized?

06

Is hot button ownership explicit?

07

Are proof statements that directly relate to Customer's hot buttons included?

08

Are the benefits of the solutions(s) listed before the features?

09

Is the content organization announced and followed?

10

Is the value message concisely summarized, and are next steps clearly defined?