# Creating a Powerful Prospecting Value Statement

# Resource Tool

**Directions:** Use this table to craft the 3 components of a powerful prospecting value statement. Included are 3 common prospecting situations where you will be calling: warm or cold prospects, current customers you want to get a referral from, and referrals you are calling for the first time.

Feel free to add additional prospecting situations you encounter or to modify this table in any way that will bring you the greatest value and contribute to your selling success.

Target Market: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

| **TRIGGER EVENT:  (customer focused)**  The issue or challenge the target market may be, or is, experiencing. Most likely a challenge or pain based on a situation or compelling event. | **FEELING:**  **(customer focused)**  How the challenge is making your target contacts feel | **VALUE?  (you focused)**  The benefit you and your company can bring in solving the issue. Ideally includes measurable value or RIO the customer can anticipate by addressing the identified challenge. | **GAIN?  (customer focused)**  How your solution will address the issue as evidenced by ways that you have approached and solved similar issues for other clients. May be a change in hardware, software, process, skill, etc. |
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| **Prospecting (warm or cold lead) with goal to close for a meeting or secure a referral** | | | |
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| **Current customer with goal to secure a referral to a new contact you’ve identified** | | | |
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## Write your own Powerful Prospecting Value Statement

Use the space below to write your value statement based on the issue, feelings, value and gain you identified. Include the first 3 qualification questions you will ask.

#### Trigger Event

#### Value

#### Gain

#### Initial 3 qualification questions

1.

2.

3.

**A Powerful Value Statement Example**

**Target Market: Law Firms**

#### Trigger Event

Many **partners in law firms your size** have been **frustrated** when they or their employees were **unable to respond to client needs** due to computer problems.

#### Value

Last year we helped a 50 person law firm increase network uptime to 99.9%, and reduce IT operating expenses by 32% from the previous year.

#### Gain

For the past 12 years, **we’ve helped** small and medium sized businesses **contain IT costs**, and increase the effectiveness and the efficiency of their people and processes.

#### Begin qualification questioning

* What is the biggest **frustration** that you have experienced with **computers** in your **firm**?
* Does that happen often? How did you address it? Is that how you typically address problems with your computer systems?