



# Public Speaking Skills

— A C A D E M Y —

Value Proposition Generator – Create  
your own irresistible value propositions

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# CREATING AN IRRESISTIBLE VALUE PROPOSITION

A trusted authority knows their value proposition. They understand what they do and what they can provide for their clients, and importantly what that means to the customer. This puts them in a unique position of trust.

Many business owners and sales professionals focus on the products and services they sell. They rely or expect the customer to “join the dots” and understand that the widget they have just been sold will transform their lives or business. It doesn’t happen!

In the current environment our customers are busier than ever. They are bombarded with ideas and sales messages at a phenomenal rate, and if you can’t communicate your ideas, your products, or your services in a way that appeals to their self interest you will be ignored.

How can you communicate to your clients and get their attention? Follow the steps on the following pages.

## The Irresistible Value Proposition Generator

By answering the three questions below you will be able to craft value propositions that your clients will find irresistible. I encourage you to look at your business, each product or service, plus yourself and create value proposition statements for all aspects. This will ensure that you can have attractive ideas and statements ready for any sales situation.

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### 1. WHAT ARE THE BUSINESS DRIVERS?

Let's be clear, your clients are interested in themselves and their business. They have no interest whatsoever in you, your business, your product, or your service. This might sound harsh, but fundamentally we are all the same – we want to know “what's in it for me”!

Your first activity in determining your value proposition is to understand what are the drivers behind a client investing into your product/services?

Some example business drivers are:

Lead conversion rate	Compliance	Collections
Downtime/Uptime	Reduced cost of goods sold	Operating costs
Labor costs	Productivity	Share of customer
Time to profitability	Waste	Turnaround time
Customer retention	Profit margins	Market share
Time to market	Lifetime customer value	Sales velocity
Inventory turns	Employee turnover	

What outcomes do your clients experience when they use your products or services? What does this mean to them? What words do your existing clients use?

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## 2. WHAT IS THE CHANGE?

Clients need to see significant movement and change from their current position to progress a conversation. If they don't perceive a significant value in moving from their current status quo there is no motivation to invest the time/money to proceed further.

Which of the words below can you link to a driver above?

Increase

Cut

Improve

Save

Accelerate

Reduce

Enhance

Squeeze

Strengthen

Maximize

Grow

Balance

Free up

Eliminate

Minimize

Revitalize

Shrink

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### 3. CAN YOU BE SPECIFIC?

Numbers make statements believable and help them come to life in the minds of your clients. The more specific the numbers are the more believable they become. For example, if someone says that they “help clients increase their sales by up to 80%” or they “help clients increase their sales up to 79.8%” – which statement is more believable?

I suspect, like most people, the latter statement is the more believable of the two. If you can’t provide generalized averages, you can refer to individual client experiences, such as “one of my recent clients picked up 4 new clients at one networking event with a simple adjustment to her elevator pitch”.

Identify opportunities to leverage one of the following numbers into your value proposition.

Time Frame(s)

Dollar Amounts

Percentages

### Sample value propositions

**Web Marketing** “We help small business increase their online conversion rate by 54% and increase the average order by 76%”

**IT Consultant** “I help large organizations improve new product time to market by 24.5% with my unique mobile app development framework.”

**Sales Trainer** “We help clients improve their lifetime customer value and increase their sales velocity. A recent client acquired 4 new customers at one networking event after working with us to refine her value proposition.”

## Next Steps

Improving your sales results can be expedited if you have a coach and a team supporting you. I want to invite you to review our services below. Having an irresistible value proposition is a great first step, but there are more aspects to increasing your influence and increasing your income.

To assist you I invite you to take the following steps:

- 1) [Join our free Facebook group](#) – get support from our community and get feedback on your value proposition plus any other sales questions you need answered
- 2) [Check out our group mentoring programs](#) designed to fast track your skills with online coaching and support
- 3) [Review our personalized 1:1 sales mentoring program options](#)

## About Me

Hi, I'm Mark Kyte and I help business leaders, entrepreneurs, and coaches who want to increase their ability to influence colleagues and clients so they can successfully present and sell their valuable ideas and offers.

Working with clients I help them develop their public speaking skills, leverage proven sales and influencing techniques, and develop their confidence so they increase their impact, increase their influence, and increase their income.

I have over fifteen years of helping others develop their speaking and influencing skills. During that time I have coached hundreds of people, across a range of industries, to stand confidently in front of audiences of any size and successfully deliver messages that influence and inspire others.

