

The Authentic Value Proposition™ FORMULA

Fundamental to your success is your ability to understand, articulate, and communicate your value. Almost every aspect of your prospecting, sales, service, and referral process is enhanced by having a great Authentic Value Proposition (AVP).

We use the word *authentic*, for two main reasons: 1) you want to feel genuine when you communicate your value; to reflect who you are and not some tricky or manipulative *elevator pitch*; and 2) the work you do is important and that needs to come across as such. Not that you can't have fun, but when you get overly clever, you run the risk of diminishing your value.

Places Where Your AVP Comes into Play

- Website
- LinkedIn Profile
- Promotional Literature (printed or digital)
- Email to a Prospect
- Voicemail for a Prospect
- First Appointment with a Prospect
- Policy or Plan Delivery
- Discussing Referrals and Introductions

How Do You Answer These Questions?

Right now! Without thinking! Answer these questions. Quickly!

1. **What** Do You Do?
2. **How** Do You Do It?
3. **Who** Do You Serve the Best?
4. **How** Do Your Clients Benefit?
5. **What** Makes You Distinctive?
6. **Why** Do You Do What You Do?
7. **Why** Am I Right for You?

How did you do? Short, clear, confident answers? If not, you may be using too many words and trite phrases to describe your value. These are the questions every prospect and center of influence needs answered to do business with you or send referrals your way.

Note: It is rare that you'll have to cover all of these questions at any one time. However, if someone asks you any one of these questions, you better have an answer.

The Crucial 6 C's of Your AVP

If you want the most effective Authentic Value Proposition possible, then as you craft your answers to the six questions above, follow these 6 critical elements:

1. **Concise** – One or two sentences. Three sentences is usually too many. You may be combining a few of these together. And, yes, you can have different versions of different lengths. Note – The “Why You Do What You Do” will likely not be as short as the other elements of your AVP. The “Why” usually involves a story.
2. **Clear** – Free from industry jargon and complicated sentence structure. Run your answers by people who have no knowledge of your industry or products.
3. **Conversational** – You’re talking to a person, not submitting an essay to your English teacher. Write more informally, while still following the basic rules of grammar (or at least most of them).
4. **Client Benefit Oriented** – Try to think past features and advantages to the benefits with which your clients will identify. For instance, how long you’ve been in business is NOT a benefit. Turning a feature to a benefit usually requires saying something like, “Which means to you...” (Or similar phrase such as, “So therefore...”).
5. **Convey Emotion** – People make the decision to work with you or refer you to others based mostly on how they feel about you – the work you’ve done and who you are as a person. Help this process by using emotional words when you can. Words such as: safe, secure, fear, confidence, risk, dreams, mistake, turnover, profit, commitment, loyalty, and gap.
6. **Cite Examples** – Specific examples of what you do, how you do it, who you do it for, etc., bring your AVP to life; they make it *real* for your prospects, clients, and centers of influence. Having an inventory of examples allows you to tailor the examples you provide to your target audience.

While not every response to the previous questions needs to include each one of the 5 C's, you certainly want to do your best to incorporate as many as you can and in different ways.

What Do You Do?

A Simple Formula to Get You Started

I/We work with _____

who want to _____.

For example, _____.

Referral Coach International

We work with financial professionals **who want to** acquire more high-level clients through referrals and personal introductions **and** with their leaders **who want to** build a lasting and highly profitable referral culture.

For example, we helped a small firm in Canada use our system to go from 100 clients to over 250 clients in one year. In the second year, they added another 150 clients, and have retained me again to reach their new goal of 600 clients.

Now You Try

Do your best to apply this formula, incorporating as many of the 6 C's as you can. Yes – you can have more than one Authentic Value Proposition and should always do your best to tailor your AVP to your intended audience.

(Let this Word Document expand as you type in your answers.)

I/We work with _____

who want to _____.

For example, _____.

How Do You Do It?

A Simple Formula to Get You Started

I/We do this by _____.

For example, _____.

Referral Coach International

We work with financial professionals **who want to** acquire more high-level clients through referrals and personal introductions **and** with their leaders **who want to** build a lasting and highly profitable referral culture.

(We do this by) Using our Referral Advantage Program®, our clients increase engagement with *their clients* and then leverage that engagement into more, high-level sales. It's a simple process that works to create a perpetual flow of clients.

For Example, one Texas-based insurance company installed our Referral Advantage Program® and within a year's time they were able to drop their \$450,000 per year call center contract. Their sales stayed steady, but their profits rose by almost half a million dollars.

Now You Try

As before, do your best to apply this formula, incorporating as many of the 6 C's as you can.

(Let this Word Document expand as you type in your answers.)

I/We do this by _____.

For example, _____.

Who Do You Serve the Best?

A Simple Formula to Get You Started

I/we specialize in working with _____.

OR

Our process is best suited for _____.

Referral Coach International

We specialize in working with financial professionals such as planners, insurance agents, investment and wealth managers, and banking professionals. We help newer advisors establish the right habits from the start of their careers, so they succeed quickly. We help veterans attract just the right types of high-level clients, so they keep growing in the direction they desire.

Now You Try

As before, do your best to apply this formula, incorporating as many of the 6 C's as you can.

(Let this Word Document expand as you type in your answers.)

I/we specialize in working with _____.

OR

Our process is best suited for _____.

Who Do They Benefit?

A Simple Formula to Get You Started

Our clients tell me _____.

OR

One success story is, _____.

Referral Coach International

Our clients tell me that our strategies to enhance client engagement are increasing sales through unsolicited referrals.

OR

One of our success stories is a regional firm who used our system to increase their sales through referrals by over 500% in one year.

Now You Try

As before, do your best to apply this formula, incorporating as many of the 6 C's as you can.

(Let this Word Document expand as you type in your answers.)

Our clients tell me _____.

OR

One success story is, _____.

What Makes You Distinctive?

Sources of Your Differentiation

- Your Initial Process
- Your Client-Service Promise
- Your Years of Experience
- Your Specialized Expertise
- What Your Clients Tell You

A Simple Formula to Get You Started

One thing (a few things) that makes us a little different is (are)

_____.

For example, _____.

Referral Coach International

One thing that makes us a little different is that in addition to helping our clients get more referrals, we also help them turn those referrals into introductions, set appointments, and ultimately gain new clients. In our system, referrals are worthless if we don't get connected.

For example, when you apply our Referral Advantage Marketing System™, you'll be able to increase your revenue from your current clients... add new, higher-level clients, and actually decrease your marketing expenses at the same time.

Now You Try

As before, do your best to apply this formula, incorporating as many of the 6 C's as you can.

(Let this Word Document expand as you type in your answers.)

One thing (a few things) that makes us a little different is (are)

_____.

For example, _____.

Why Do You Do What You Do?

Sources of Your Differentiation

- Why You Got Started in This Business (other than to make money)
- Why You're Still in this Business
- Why You're with Your Current Company
- Something You Experienced Personally
- A Story from Someone Else in Your Firm (until you have your own).
- How You Brought Great Value to a Client

A Simple Formula to Get You Started

Let me tell you a little bit about why I do what I do.

Referral Coach International

Let me tell you a little bit about *why* I do what I do.

Most businesses provide great value to their clients, but often struggle with finding new clients. There's a gap between where they are and where they'd like to be when it comes to attracting new clients. Sometimes it's a quantity issue... sometimes it's a quality issue... and sometimes it's both.

I've devoted the last quarter century of my life helping professionals and business owners find more people to serve through the important work that they do. I find it very rewarding to help people learn and grow and, because they provide great value, earn life altering money.

Now You Try

As before, do your best to apply this formula, incorporating as many of the 6 C's as you can.

(Let this Word Document expand as you type in your answers.)

Let me tell you a little bit about why I do what I do.

Why Am I Right for You?

A Simple Formula to Get You Started

This part of your AVP can be applied once you have truly gotten to know your prospect.

Based on what you've told me about your situation, here's why I believe I'm the right person to take you from where you are to where you want to be.

Referral Coach International

Based on what you've told me about your situation, here's why I believe I'm the right person to take you from where you are to where you want to be – and beyond.

First, you are sitting on a goldmine of opportunity. You are getting referrals without asking, which indicates to me that you are highly referable. Second, you have a great initial process that brings significant value to even your brand new clients.

What's lacking, as you've expressed, is a simple process to leverage the value that you bring and the relationships that you form into a steady flow of introductions to quality prospects.

Our Referral Advantage Program was created with exactly your situation in mind. Not only will we provide you with the tools you need, we'll help you build the confidence to use those tools. Plus, we're the only firm that has a full-year, 104 video-based reinforcement program to keep referrals and personal introductions in the front of your awareness.

Now You Try

As before, do your best to apply this formula, incorporating as many of the 6 C's as you can.

Based on what you've told me about your situation, here's why I believe I'm the right person to take you from where you are to where you want to be.

Hypothetical Example

I/We work with people who want to retire with the confidence that they can maintain their lifestyle without the fear of running out of money.

I/We do this using a 7 point, comprehensive process called Retire Right. This thorough process insures that every recommendation we make is perfectly tailored to your situation so that you're able to fund your dreams and sleep well at night.

I/We do my/our best work with people who have saved well for retirement and are either already retired or expect to retire within 5-7 years.

My/Our clients tell me/us that through working with me/us, they gain great clarity of their financial situation and the confidence that they are on the right track.

There are a couple of things that make us different from many other firms. First, very few firms take a comprehensive approach to looking at their clients' financial lives. Our proprietary Retire Right process allows us to generate a clear road map for helping our clients retire without the fear of running out of money.

Second, we have a detailed client-service promise that determines how we'll stay in touch over time – to make adjustments to your plan as needed and to have some fun along the way.

So that's a little bit about what we do and how we do it. I'd like to shift gears for a minute and tell you why I do what I do... why I love this work.

I've found that with most people, even very smart and successful people like yourself, there's gap between where they are and where they'd like to be in terms of clarity and confidence in their financial future. Most people have not saved properly for retirement and most have significant gaps in their insurance planning. I derive a lot of pleasure in helping my clients close this gap, so that they always feel clear and confident about their financial future.

