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| *6 Buying Motives: what is most important to the prospect in making a purchase decision*  *Rational motives (3)*  *Emotional motives (3)* | *Specific Benefits Matched to Buying Motives: Benefits to be stressed are arranged in priority order* | *Information needed to support claims for each benefit* | *Where appropriate, methods for reinforcing verbal content (sales aids, visual & Electronic materials, testimonials, supporting claims* |
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Customer Value Proposition: Write a brief statement of how you will add value to the prospect’s (individual or business) by meeting a need or providing an opportunity. Explain the primary business reasons that customers would use your offering. Remember: A value proposition tells prospects why they should do business with you rather than your competitors and makes the benefits of your products or services crystal clear from the outset. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_