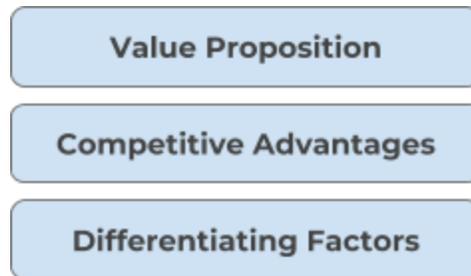


Worksheet: Headlines

Value Proposition Headlines Development Guide

Overview

Compete Selling is a powerful approach to selling that simply CANNOT be done if you don't master your fundamental sales messaging. The first step of this is to develop short headlines that describe your:



These headlines are ideally 5-10 words and capture the distilled essence of what makes you, your company and your products/service notable, worthwhile, different and important. Here's why these headlines will help you:

- With headlines, you'll have a more effective way to organize your message whether you're responding to a question, setting up a more assertive question to ask or delivering a higher value solution presentation.
- Organizing and memorizing your headlines will make you a better, more concise communicator.
- Figuring out your headlines, although a somewhat challenging process, forces you to gain a clearer understand of what makes you unique.
- Headlines will give you more confidence on sales calls

Some ideas on how to develop your value proposition headlines

If you are going to master your sales messaging, you MUST figure out 5-10 core headlines about what makes you, your company and your products/services/solutions unique and better than your competitors. Some ideas on how to do this would be:

1. Organize a conference call with other good communicators in your company and challenge everyone to write down and share a competitive advantage in 10 words or less.
2. Ask your boss or a senior executive what they think the short headlines are of your company's competitive advantages.
3. Read your company's brochures carefully to see what marketing messages might be helpful
4. Talk to the top performing sales people in your company and ask them.
5. Ask your customers what they like most about your company, your products/services and why they do business with you? Take careful notes.

Consider These Questions To Get You Started

- Who are you, what do you do and why does it matter?
- What makes your products and services better than your competitors?
- What do your customers like most about your company?
- What can you do that your competitors can't?
- What words come to mind when describing your company's strengths?

Example Headlines

- *We generate better risk adjusted returns with less volatility*
- *Our design team takes a true client centered team approach*
- *We don't wait for problems to happen, we prevent them from happening*
- *We plan our service around your goals*
- *Your financial future is literally our only business*
- *Safety is built into this automobile every step of the way from the ground up*
- *We're privately owned which gives us a unique customer focus*
- *We put the customer at the epicenter of our design process*
- *We hire team players and pay them to work as a team every step of the way*
- *We don't make money unless you make money*
- *We sweat the small stuff so you don't have to*
- *We believe customer service is a lot more than a catchy commercial*
- *We bundle our packages in a way that saves you more money*
- *Our guarantee takes the risk out of the deal for you*
- *Our logistics strategy gives us an edge on our competitors*
- *Our menu starts with the world's best ingredients*
- *Our shoes start with one simple promise ... comfort comes first!*
- *Legal services with one thing in mind ... winning your case*
- *High tech medicine with a high touch patient focus*
- *A boutique feel with world class research and resources*
- *We provide relentless protection of your assets and wealth*

5-10 Word Headlines + Supporting Details:

Headline #1:	
More Details:	

Headline #2:	
More Details:	

Headline #3:	
More Details:	

Headline #4:	
More Details:	

Headline #5:	
More Details:	