



MASTER SALES SUCCESS
WITH SURGICAL PRECISION

And What Do *YOU* Do?

A Guide to developing your "10-second Audio Commercial"



Communicating What You Do

Quick Quiz

*Instructions: Circle NT if Not True, T if sometimes True, VT if Very True.
Total your "score." You're looking for a perfect 30.*

NT	T	VT	Statement:
1	2	3	1. I know how to articulate what I can do for my clients.
1	2	3	2. My family, friends and acquaintances know and understand what I do.
1	2	3	3. I know 10 benefits I can provide my clients and can name them right now.
1	2	3	4. I enjoy meeting new people, as it provides an opportunity to share what I can do for them.
1	2	3	5. When I engage in conversations with potential clients about my services, they are intrigued.
1	2	3	6. My referral network has at least 25 people in it.
1	2	3	7. I have identified my ideal client and can speak from their shoes.
1	2	3	8. When I speak to my ideal clients, they identify with what I am talking about and say, "Oh, that's me!"
1	2	3	9. I feel terrific about the services I offer my clients.
1	2	3	10. I know exactly what I provide for people.
			SCORE

1. What do you do for your clients?

List 10 key things your clients/customers/employers would say you can do for them. Be specific. No jargon.

- o What value are they receiving from our work together?
- o What problems is our work together helping them overcome?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

The best way to get this information is to ask them one or both of the questions above. Or, you can simply put your own thoughts here.

2. Ask yourself what you can do for your clients.

Come up with 10 specific situations you believe you provide value in or problems you have overcome that could provide value to others. Don't edit your thoughts. Replace vague jargon words with simple, plain English. Be situational.

Do this from your own personal perspective. Ask yourself:

- What comes easy for me that perhaps I can share with my ideal client?
- What is the contribution I want to make to my ideal client?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

3. Craft Your Statement

Most people introduce themselves in a way that does not distinguish them from others who do similar work. They identify themselves by their title:

"I'm a financial planner"

"I'm a civil engineer"

"I sell auto parts in the aftermarket"

Or, they talk about their process:

"I sit down with people and go over their financial situation"

"I come to a site and check examine it"

"I take orders for parts for American-built cars"

The better introductions identify a target market and discuss the benefits provided to that market:

"I help people who are getting near retirement put their money in the right investments"

"I help homeowners get their plans approved"

"I give auto parts retailers a quality reasonably-priced alternative to manufacturer brands"

The best introductions talk about *solutions* for their target market:

“I help people who are nearing retirement and are worried about whether they are in the right investments”

“I help homeowners who are struggling to get their plans approved find the engineering solutions that solve their problems quickly”

“I work with auto parts dealers in the aftermarket who need a quality reasonably priced alternative to manufacturer brands”

Your introduction is your “10 second commercial.” It should grab people’s attention and make you an expert at something. The components are:

1. Who you help—your Target Market
2. What are they worried about, struggling with or in need of?

If the person you’re talking to is interested, you can then proceed to talk about your solutions. Be prepared with at least one wonderful story to use as an example—your proof.

Be very specific—even too specific.

Use the lists you created in Steps 1 and 2 to craft three different statements that say who you work with and what problem you solve for them.

I (help/work with /etc.) _____ who _____.

I (help/work with /etc.) _____ who _____.

I (help/work with /etc.)_____ who
_____.

If you would like help with this exercise or want to discuss how to put it to use, contact me at steve@14allcoaching.com to arrange a free introductory coaching session. There is no obligation to work with me beyond this session and it gives you an opportunity to sample coaching.