

Communicating Your ASO's Value Proposition

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How We Buy

- Think about how you make purchases for services
 - Do you have a need for the service now, or can you justify creating a need?
 - Is it urgent?
 - Does the service solve a problem or address a point of pain for you?
 - Is the expense one you can justify?
 - Do you trust the company to deliver?

The Psychology of a Value Proposition

- ❑ Before you can create a winning value proposition for your ASO, you must consider what's most important to your targeted customer.
- ❑ If you can prove your solution solves your customers' problems, they'll listen.

Best Practices for Creating a Winning Value Proposition

- ❑ You must differentiate your service from that of your competition
- ❑ ...*and*, you must be able to communicate those differences in a clear, concise way
- ❑ ...*and*, your targeted customer must care about the differences!

Winning Value Propositions...

- Pique curiosity and entice
 - When prospects hear them, they want to learn more.
- Create a stark contrast from the status quo
 - When prospects hear them, they're willing to consider making a change.

Are These Value Propositions?

- We offer one-stop shopping for all your (fill in the blank) needs.
- We're the industry leader in (fill in the blank) and have been recognized for our exceptional (fill in the blank).
- We specialize in (fill in the blank) and work with well-known clients such as (fill in blank with impressive companies).

Differentiators – What Is and What Isn't

Not a Differentiator

- "We provide excellent service"
- "Our employees are the most qualified"

"AHA..."

- In the last five years, we've won 15 "top supplier" awards for service excellence"
- We are the only staffing provider that actually *prepares* candidates for success on the job

Guidelines for Drafting a Value Proposition

- Why do your most loyal clients buy from you?
- List your differentiators
- Focus on substance, not fluffy language.
- Litmus test: “So what, who cares?”

Guidelines for Drafting Your Value Proposition

□ Talk results

- Think effectiveness and efficiency! What will working with you do for them that others don't? If you can back it up with data, even better.

□ Support with stories

- Successes you've had working with stories from other firms in their industry are especially compelling.

□ Test your message

- Ask someone you trust to coach you, "If I were the decision maker, would this message entice me? Would it make me want to spend an hour of my valuable time with this person?"

Efficiency-Focused Examples

- _____ helps companies reduce contingent labor cost by an average of 10% through the design, development, and management of workforce solutions.
- _____ helps you take full advantage of WOTC tax credits by placing disadvantaged workers. We've helped firms like yours recover \$_____ in the past.

Effectiveness-Focused Examples

- ❑ Our workforce readiness program increases productivity for our clients since temps arrived trained to do the job.
- ❑ Our clients routinely tell us our people show up on time, work harder than their full-time staff, and are more loyal. We think that's because they're so much more grateful than the average worker to have the opportunity to be employed.

Let's Roll Up Our Sleeves!

Debrief

Your Next Steps

- Survey your customers
- Talk to your most requested employees
- Tweak your value proposition accordingly
- Socialize it with your team
 - Truthful?
 - Easily understood?
 - Passionate about it?
- Finalize and then field-test it
- Put it to work for you!