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HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL



CHAPTER 5 DEFINING THE PROBLEM YOU SOLVE



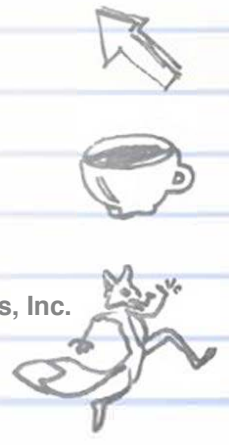
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HOW TO SELL IN PLACE

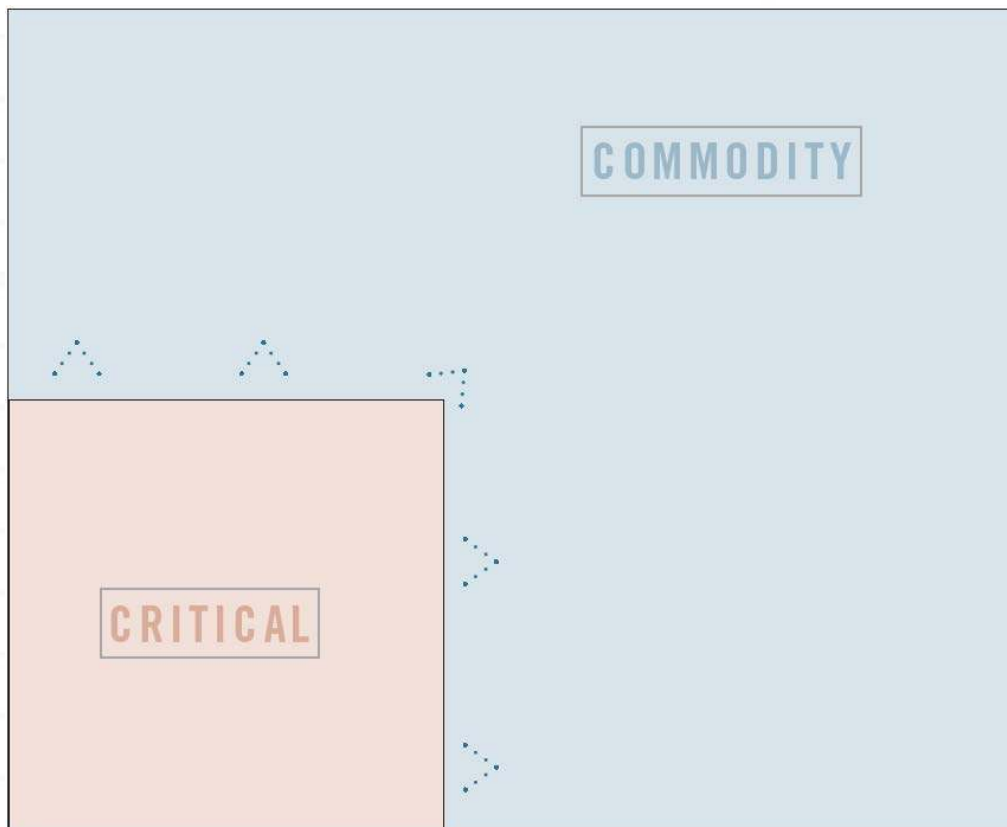
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The truth of most industries is that much of what companies hold out as their unique value proposition has over time become the minimum standard of performance. For us, when we are framing, we actually want to make this list as big as possible. What are the claims that your industry touts, regarding:

Technology, Quality, Certification, Speed, Service, Processes, Execution, Pricing Guarantees, Innovation Systems, Experience, What else?

What are the very few things that truly make the difference in the performance of a provider in your industry?



The statement you are making to the prospect is “Everyone in our industry claims to do a (X, Y and Z), and the fact is that any company who would make it as a finalist for you probably does those things. However, there are only 2 or 3 things that are the 10% difference between good and great in our business—they are (P, D, Q)—and only our firm can do that—and that 10% is what makes 100% of the difference.

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