

Practice Activity

Create a Value Story



Objective:

Create a compelling Value Story to illustrate the effectiveness of your solution to potential clients.

Instructions:



Describe who the challenge is about.



Address problems or solutions.



Quantify the impact or value.

Example:

Step 1: Describe who the challenge is about

What to Do: Mention the role you've been working with and the biggest challenge you've helped solve.

Example: "I've been working with other operations managers to reduce operational costs. For example, [Client] had challenges with increasing operational costs."

Step 2: Address problems or solutions

What to Do: Outline the solution that the client believed they needed. Frame this in terms of the client's perspective to show you understand their needs.

Example: "What they said they needed was a more efficient inventory management system."

Step 3: Quantify the impact or value

What to Do: Describe how your company partnered with the client to implement the solution and showcase the tangible and intangible benefits your client received. Quantify the value wherever possible to demonstrate the impact.

Example: "By partnering with us, they were able to streamline their inventory processes. As a result, they reduced inventory costs by 20% and improved order accuracy."

Transition to Your Prospect

What to Do: Transition to your prospect by asking a question that encourages them to think about how they can achieve similar results.

Example: "Can we talk about what's happening in your business?"

Create Your Value Story

Use the table below to add your responses.

Step	Your Value Story
Describe who the story is about	
Address problems or challenges	
Quantify the impact or value	