Stop Selling ➡ Start Solving™

Practice Activity:

Create a Need for Your Differentiated Solution

Objective:

To identify and articulate your solution's differentiators, connect them to customer challenges, and develop probing questions to guide your ValuePrompter.

Instructions:

1. **List Your Differentiators**: Begin by identifying the unique capabilities of your solution. Categorize each differentiator into one of the following areas:

   o **Capabilities**: Features or functionalities that set your solution apart.

   o **Terms and Conditions**: Unique or flexible terms that provide value to the customer.

   o **Risk Mitigation**: How your solution reduces the risk for the customer.

   o **Customer Experience**: The ways your solution enhances the buyer's experience with your company.

2. **Identify the Problems**: For each differentiator, ask yourself: What specific problem does this solve for the customer? Focus on challenges that align with the customer's business goals or operational issues.

3. **Craft Probing Questions**: Convert each problem into two types of probing questions:

   - **Problem Probe**: A question designed to uncover the customer's current challenges or pain points. Example: *"Is it difficult for your team to manage multiple vendors effectively?"*

   - **Solution Probe**: A question that guides the conversation toward your solution's capabilities. Example: *"Have you considered how a single platform could streamline your vendor management?"*

4. **Apply to the ValuePrompter**: Add your Problem and Solution Probe questions to the relevant section of your ValuePrompter, aligning them with the buyer or specific opportunity you are addressing.

My Differentiator	Category	Problem the Differentiator Solves	Problem Probe Question	Solution Probe Question
Offer payments over 6 months	Terms and Conditions	Unwillingness to pay entire cost up front	Are you concerned about a single up-front payment?	If you had the ability to pay over an extended period, would you consider buying?

Not more than 45 characters

When you're ready, return to the e-learning module to continue your learning journey.