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:

   o **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?"*

   o **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.