

# Value Messaging Playbook

**Industry:**

**Company Size:**

**Role:**

## High-level Business Goals

Describe the high-level strategic goal that the individual you are calling on must achieve this year to contribute to the corporate objective. Could be more than one goal. Must have a struggle associated with it, or they won't need your solution.

## Problems Getting in the Way

List the problems that prevent the individual from resolving their business issues, in their words. Which probing questions did they agree with?

## Ideal Solution

List the solutions/capabilities that the individual said will solve their challenges/address their business issues. These capabilities might be provided by you or a competitor. As you capture these, note which are the ones only you can provide.

## Quantified ROI

Describe how the individual will measure the quantifiable impact of your solution on their business issue in terms of business value. It should be expressed in hard numbers that a CFO would recognize (revenue increase, operating expense reduction, inventory reduction, etc.)

## Power

Identify all stakeholders as user/technical/economic buyer and/or champion/saboteur. The economic buyer is the one who has the power to make or veto the ultimate decision. Include your prospect's decision-making process.

## Mutual Action Plan

Describe the steps/activities you need to see completed to close this opportunity. Include the activities the individual needs to see completed to become a client. Include post-signature steps leading up to the date that the individual expects to realize the value or results of your solution.



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