# Services That Sell Workshop

Package your services. Clarify your value. Get paid for outcomes—not inputs.

## 🎯 Overview

This workshop is designed to help consulting firms move from ad hoc delivery to structured, scalable, and outcome-based offerings. We help you codify what you sell, how it delivers value, and how it can be priced, bundled, and positioned to close deals faster.

## 🧭 Scope of Work

1. Service Inventory & Audit

* Document and assess current services
* Identify underperforming or redundant offerings
* Evaluate differentiation and outcomes

1. Offer Design & Value Mapping

* Reframe services as outcomes
* Design offer tiers and packages
* Map benefits to client pain points

1. Messaging & Pricing Strategy

* Craft clear and persuasive descriptions
* Define pricing models and structure
* Position offers to support sales conversations

## 📄 Deliverables

* Offer Inventory Snapshot
* Value-Mapped Offer Tiers
* Offer Playbook with Descriptions, Pricing & Positioning
* *Optional: Sales Assets (one-pagers, decks)*

## ⏱️ Level of Effort & Timeline

* 14–18 hours over 1–2 weeks

## 💡 Ideal For:

* Firms offering custom work with no productized structure
* Leaders who want to grow without doing all the selling
* Teams ready to scale delivery and increase perceived value