

# Selling Your Message, Business, and Yourself

May 16, 2019

Cheryl S. Byrne, PhD

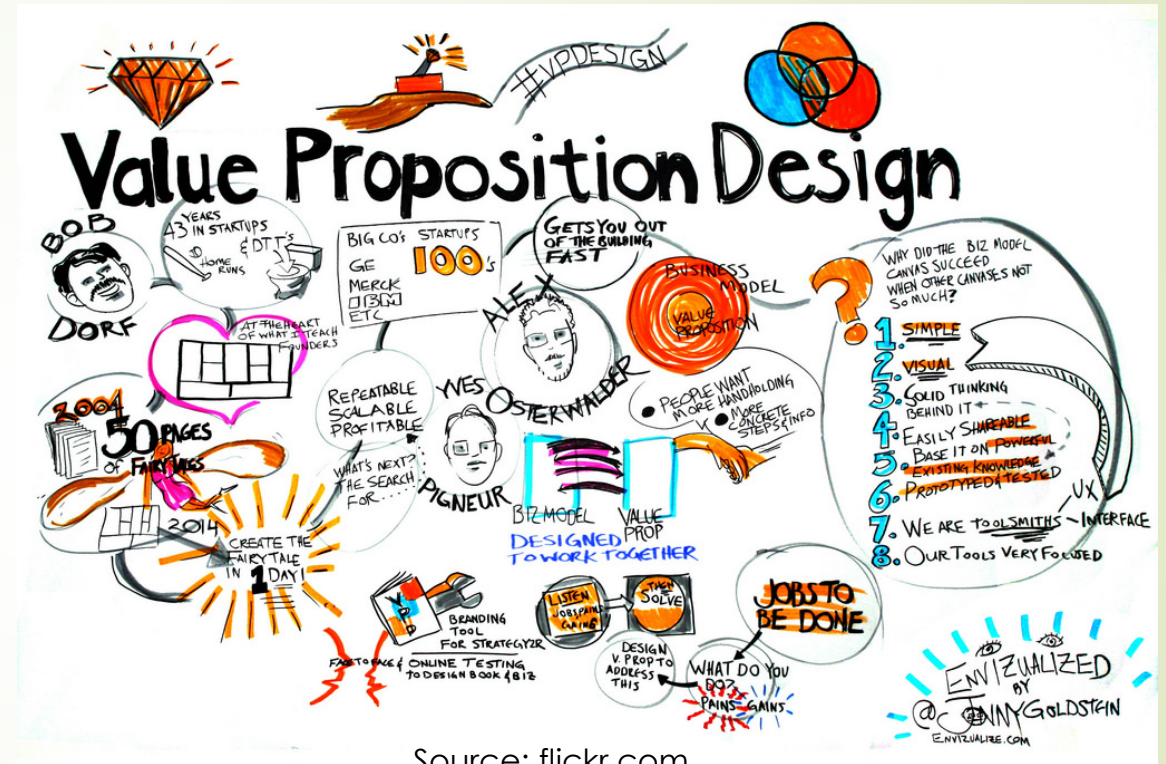


# Agenda

- **Determine USP**
- **Define Growth Strategy**
- **Develop Sales Messages**

# Basics

- Value
- Systems
- People



Source: flickr.com

# Get the Basics Right

# Unique Selling Proposition

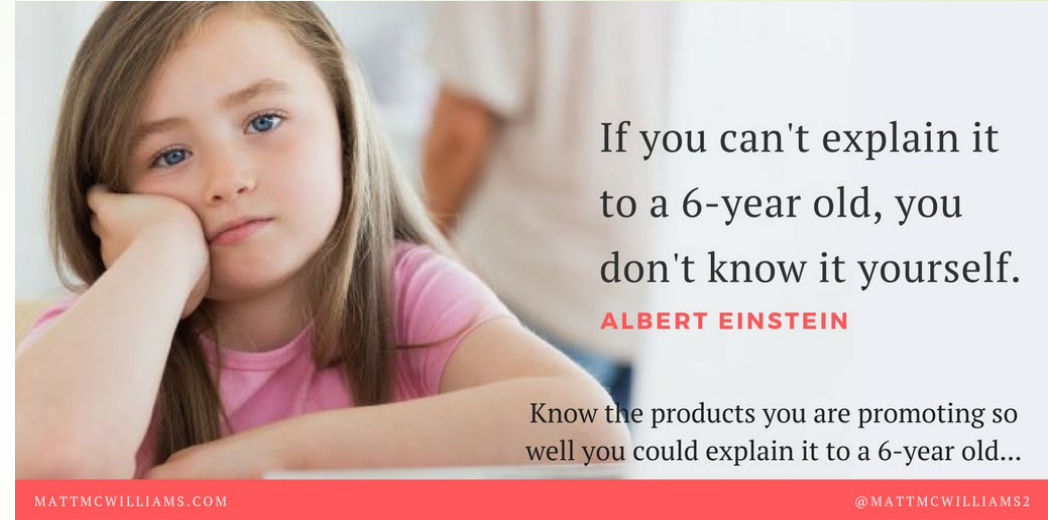
- Fed Ex
- Microsoft
- Staples
- Nyquil
- TOMS
- Bombas
- DeBeers
- Zingerman's



**What is your USP?**

# Your USP

- ▶ Who is your customer?
- ▶ What do you do?
- ▶ So what?
  - ▶ BST Consequences
  - ▶ BST Opportunities Gained
  - ▶ Narrow each to 3 -5



What do you call someone who went to WCC?  
Employed.





# Agenda

- **Determine USP**
- **Define Growth Strategy**
- **Develop Sales Messages**

# Growth Strategies





# Agenda

- ▶ **Determine USP**
- ▶ **Define Growth Strategy**
- ▶ **Develop Sales Messages**





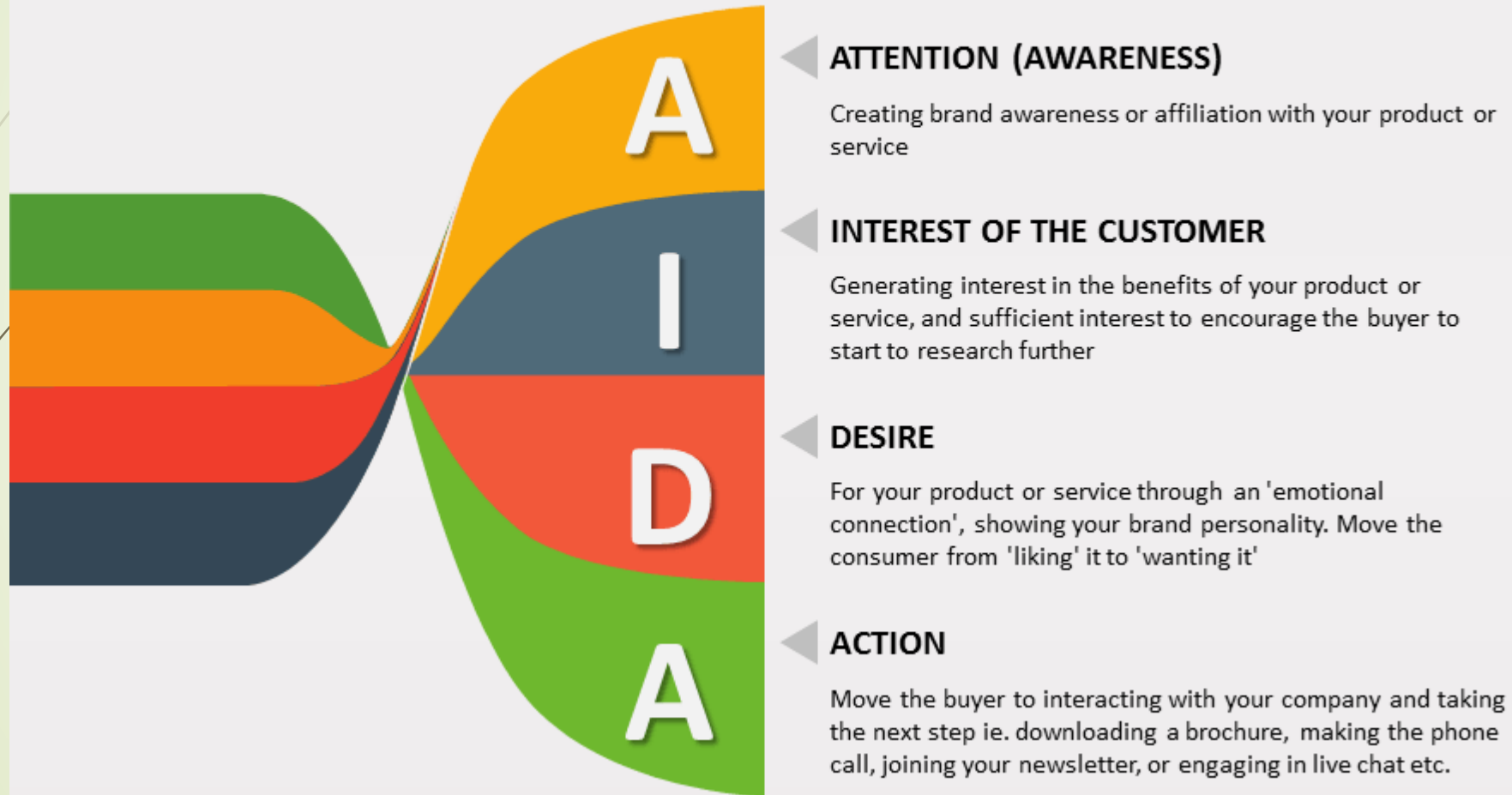
# What is a sales message?

2 Sentences

- ▶ Why would I buy what you are selling?
  - ▶ Value/benefit provided to your customer
  - ▶ “Our customers hire us to provide \_\_\_\_\_.”
- ▶ Why should I buy it from you?
  - ▶ Why your offering is better than those of your competitors (Differentiator)
  - ▶ “They hire us, rather than somebody else because \_\_\_\_\_”

Foundation of all your  
sales & marketing efforts

# AIDA Model Diagram

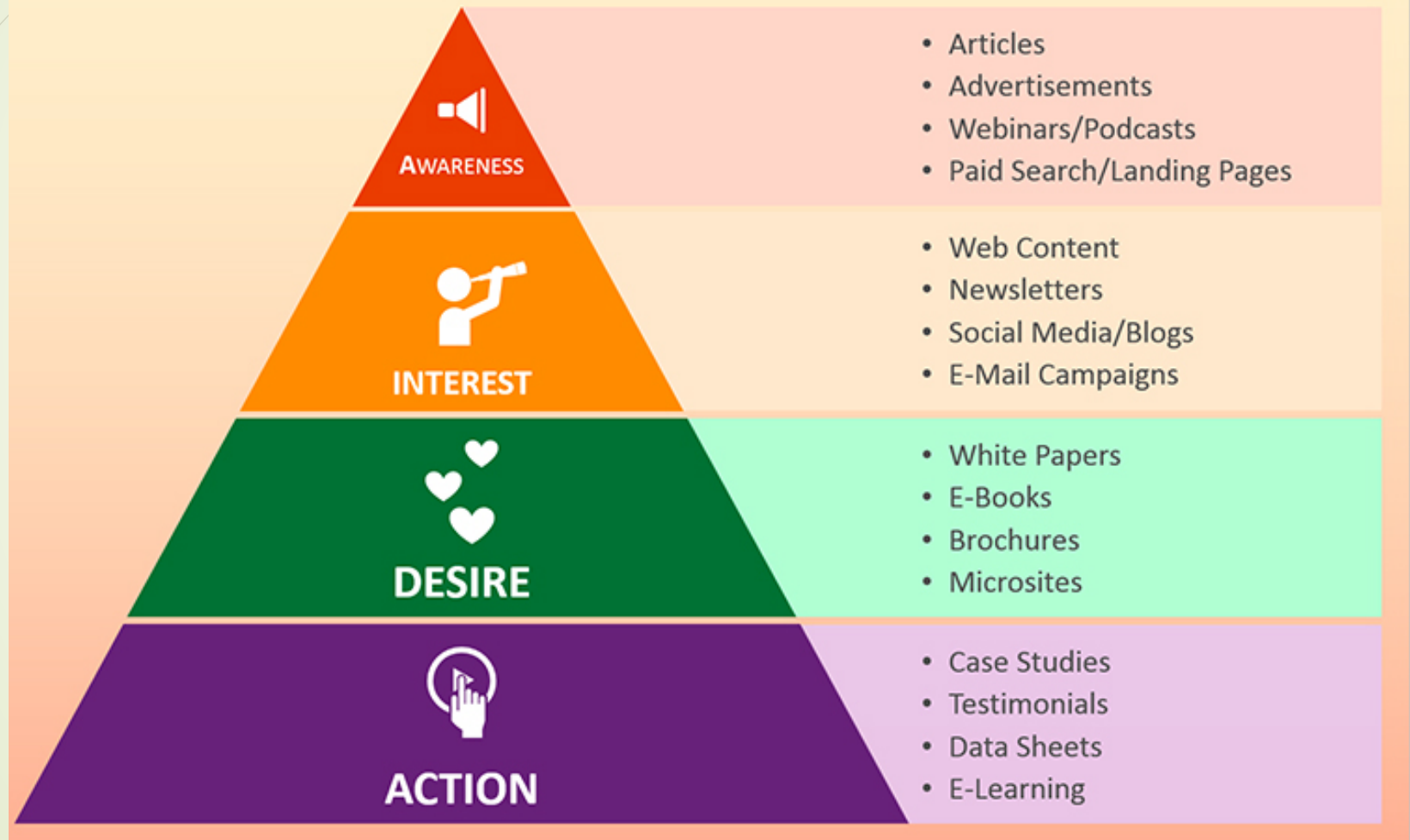




# Action


- ▶ Marketing Emails
  - ▶ Form letter
  - ▶ Response rate usually below 5%
  - ▶ Pointer to free content/info
- ▶ Sales Emails
  - ▶ Personal message to individual
  - ▶ Response rate (if done right) could be as high as 90%
  - ▶ Response
- ▶ Elevator Pitches
  - ▶ Conversational
  - ▶ Meeting
- ▶ Cold-Calling
  - ▶ Brief conversation/set up follow up meeting

# AIDA for Sales Promotion





# Tips for Successful Messages

- Use AIDA
  - Know your audience
  - Get to the point & be specific
  - Start with the greatest benefit/result
  - Talk in their language – Plain English
  - Create win-win opportunities
  - Take baby steps
  - Tell the truth
- 



# Agenda

- ▶ **Determine USP**
- ▶ **Define Growth Strategy**
- ▶ **Develop Sales Messages**





# USP and CX

Free College Day

April 7, 2018

Cheryl S. Byrne, Phd