



LIGHTHOUSE
Consulting Services, LLC



*Bringing effective **insight**
to your organization SM*


Open Line

Guest,

Welcome to:

Selling Secrets - Connecting UVP With Style!

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here: 



Featured Guest:

Patrick McClure
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Host:

Dana Borowka, MA
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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance



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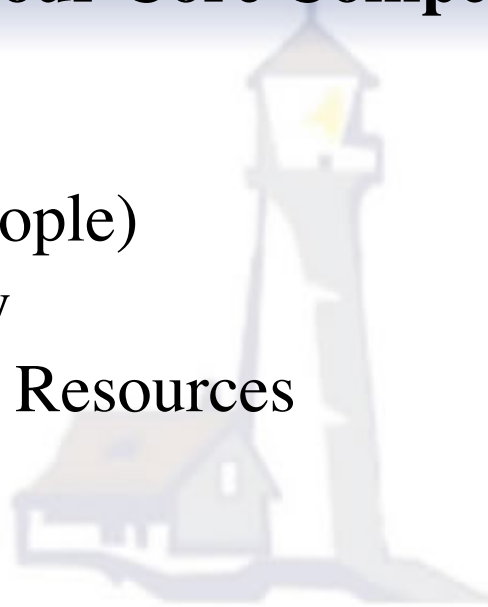


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Know Your Core Competencies

- Quality
- Culture (People)
- Technology
- Capacity & Resources
- ???



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FBV Chart

Feature <i>We Have</i>	Benefit <i>It Will</i>	Value <i>Which Means</i>
Gets 45 MP	Goes 500 miles on tank of gas	Save \$2000/year on cost of Gas

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Unique Value Proposition

1. Who you Are, Where you Work
2. What do you do and what value do you bring to the table?
3. What's important (unique) about that and WIFT
4. Your typical customer
5. Why Companies hire you/do business with you

Simple, Short and Memorable

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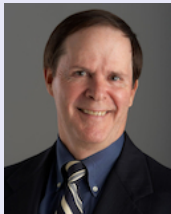


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What makes you Special?

- Practice your 30-second commercial and then DON'T USE IT!
 1. *Listen to others first, find out what makes them special*
 2. *Your undivided attention on them makes YOU more valuable*
 3. *The more special they feel, the more attractive you become*



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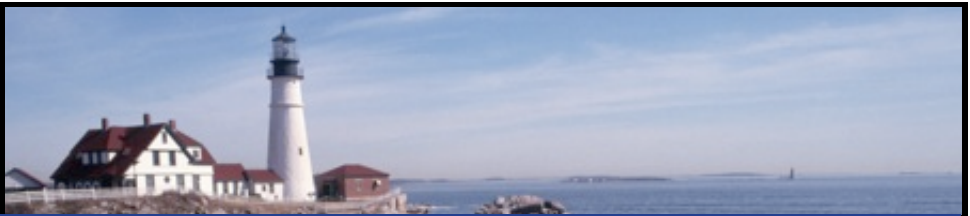
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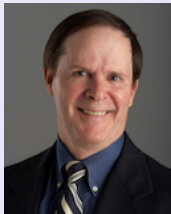
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4 Social Styles

- Analytical Style
- Driver Style
- Amiable Style
- Expressive Style



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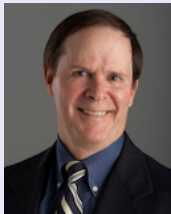
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Assess your Customer's Style

- Two key factors to Assess
 - Are they asserting their needs, wants and opinions a lot or a little?
 - Are they expressing their feelings & emotions a lot or a little?
- Assertive Scale
- Responsiveness Scale

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Connect your UVP to their Style

YOU	Customer	Scenario
	Driver	Deliver UVP
	Amiable	Build Trust and Rapport
	Analytical	Deliver UVP
	Expressive	Build Trust and Rapport

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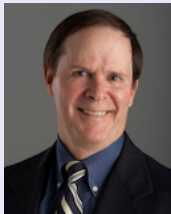
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Working Style Tips

- We all use elements from each style
- What is your Preferred Style?
- What is your Backup Style?
- For Maximum Effectiveness:
 - Change your approach to match style
 - Creates better rapport
 - Improves Service Levels

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Profile & Plan

- Pre-plan your upcoming meeting or conversation
 1. Understand your Customer's Primary working style
 2. Set your Objectives in writing
 3. Consider the Big Picture (evaluate options & potential trouble spots with your respective working styles)
 4. Plan your strategy for building rapport
 5. Review your Results

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Finally....Remember

*'Getting people to like you is merely the
other side of liking them'*

Norman Vincent Peale, *The Power of Positive Thinking*

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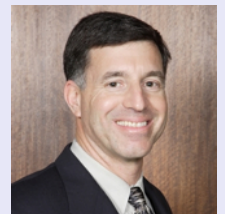
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