

Unique Buying Propositions

What motivates the buyer?



A workshop for sales and marketing people

Unique Buying Propositions

What motivates the buyer?

Research found that 60% of all sales people are not able to give a clear answer to the question: "Why should I buy your product/service?" If we don't have a good idea why the buyer should consider our offer, how can we expect the buyer to make a buying decision in our favor?

It is further useful to differentiate between product features, product benefits and customer benefits. It's obvious that while product features and product benefits are important to know, what really interests a customer is how he/she can benefit from buying your product. Product features and benefits are necessary to support and explain the customer benefit.

There is one more problem: People are not the same. Different people are motivated by different motivators. Perhaps for Peter it's very important to be sure that he makes a good and safe decision while for Mary the price might be more crucial. Tom again, wants to raise his image with a certain purchase.

This half-day workshop aims at helping marketing and sales people develop very focused, meaningful and clear Unique Buying Propositions (UBP's) for their potential clients.

Objectives:

- To understand the necessity of Unique Buying Propositions (UBP's)
- To distinguish between product features, product benefits and customer benefits
- To learn about the 14 buying motivators
- To expand beyond the product view
- To develop effective UBPs

Benefits:

- Participants will **increase their revenues** through an improved closing rate by avoiding the me-too trap
- Participants will **save time and cost** by learning how to shorten the length of the buying cycle because the buyer's need to shop around will be minimized
- Participants will be able to **achieve premium prices** through a much clearer and truly unique value proposition

Methodology

- Pre-course preparation questionnaire
- Half-day or full-day workshop where participants develop their own UBPs

Unique Buying Propositions

What motivates the buyer?

Agenda

How do we sell today?

- Creating awareness of our current approach to the question: "Why should I buy from you?"
- Understanding how our current approach works for us

What motivates our buyers?

- Becoming aware of the 14 buying motivators
- The relevance of the 4 key buying motivators for our business
- What is compelling to the buyer?
- Discovering what we need to know

Product Features vs. Product Benefits vs. Customer Benefits

- How are we communicating today?
- Distinctions between these factors
- What is the importance of each one of them?
- How can we combine them to a clear and attractive message?

Aren't we unique?

- What are commodities?
- Exploring how we are truly unique
- The benefits pyramid

Putting it all together

- Developing attractive Unique Buying Propositions
- The Power of 3
- Practicing UBP communication