Presenting Value

A solution only becomes valuable when it is relevant.

Business owners are often less interested in learning everything a solution can do and more interested in understanding how it may help them achieve a desired outcome.

The most effective value presentations are built on information gathered during discovery.

1. Value Is Personal

The same solution can create different value for different businesses.

An online course creator may value increased student enrollments for an upcoming launch.

A thrift shop may value bringing customers back when new inventory arrives.

A car wash may value increasing repeat visits and membership renewals.

The solution may be the same.

The desired outcome may be different.

Why This Matters

Business owners often assign value based on their goals, priorities, and challenges.

The more closely a solution connects to what matters most, the more valuable it becomes.

> TIP
>
> Present value through the lens of the business owner.
>
> Instead of explaining everything a solution can do, focus on the outcomes that are most relevant to their situation.
>
> Relevance often creates more interest than information.

2. Connect Value to What Matters

One specific feature of your text platform never creates value by itself.

A scheduling feature has no value.

A customer database has no value.

A campaign builder has no value.

The business outcome creates the value.

For example:

A scheduling feature may help a business communicate consistently.

A promotional campaign may help increase awareness.

A customer list may help encourage repeat business.

The feature explains how the solution works.

The outcome explains why it matters.

A Different Perspective

Features explain what a product or service does.

Value comes from understanding why those features matter to the customer.

3. Present Outcomes, Not Features

Business owners often care more about outcomes than features.

A conversation becomes more meaningful when the focus remains on the result rather than the tool.

Instead of saying:

"This platform allows you to send text messages."

Consider focusing on the outcome:

"This may help you stay connected with customers and increase awareness of promotions."

The conversation becomes more meaningful when the focus remains on the result rather than the tool.

Why This Matters

Business owners often evaluate solutions based on what they may accomplish rather than how they operate.

4. Relevance Creates Interest

Not every feature will matter to every business owner.

Just because something is true does not mean it is important to the person you are speaking with.

The most effective value presentations often focus on the areas that align with the business owner's goals and challenges.

Why This Matters

Interest often increases when a business owner can see a clear connection between a solution and a desired outcome.

The stronger the connection, the easier it becomes to recognize value.

5. Value Before Price

Price is often easier to evaluate after value has been established.

When business owners understand how a solution may help them achieve an important goal, conversations about investment often become more productive.

Why This Matters

Price is fixed.

Perceived value is variable.

The clearer the value, the easier it becomes to evaluate the investment.

6. Keep It Focused

Business owners rarely need to understand every feature, capability, and benefit.

They need to understand how a solution may help them achieve an important outcome.

Focused presentations often create more understanding than comprehensive presentations.

The most effective conversations typically concentrate on:

- The business owner's goal
- The desired outcome
- How the solution may help

Clarity is often more persuasive than complexity.

COMMON MISTAKE

Presenting information before establishing relevance.

A feature may be accurate and useful, but it is often more meaningful when it is connected to a specific business goal or challenge.

KEY TAKEAWAY

Business owners assign value based on their goals, priorities, and challenges.

The more closely a solution connects to what matters most, the more valuable it becomes.

Relevance creates value.