



WHAT DO YOUR CUSTOMERS VALUE?

This checklist measures how well your sales messages match what your customers really value.

Give yourself 10 points for each checked box. Aim for 80 points or more.

What does the customer SAY is the reason(s) they buy from you?

- I have had an actual conversation with my top customers in the last 1 to 3 months.
- During that conversation, I have actually asked the customer to explain why they buy from us.
- I know the problem or need my customer or potential customer is trying to solve because we talked about it.
- I have identified the customer's problem and/or need using any of the following:
 - Dialog with customer
 - Survey
 - Testimonials/Endorsements
 - Other:

Are your key messages about your benefits written, clear, consistent and shared?

- I have written down the customers' answer to why they buy.
- My key message(s) addresses the need or problem my customer or potential customer has stated (not what I think).
- We have built our key sales messages around what our customers say is the reason(s) they buy from us.
- Key messages are shared internally and externally; up and down from CEO to shop floor.

Are Marketing, Sales and Customer Support people all using the key messages at every step of your sales process?

- At my company, messages are jointly created and communicated across marketing, sales and customer support departments – no silos.
- All employees understand key messages and communicate them to customers whenever possible.
- We have taken time to align customer segments or groups with the right key message(s).

Under 80 Points? Want to improve your sales performance? Call us to discuss how.

Feel free to share

