

Sales Best Practices: Positioning Personal Value

Video Script



Answer the question, “What do you do?” in a way that differentiates and establishes value for your expertise.

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Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, welcome back. Nick Miller, Clarity Advantage, focusing on positioning personal value.

How do you answer the question, “What do you do?” How do you make your answer stand out, unique to you?

Three things: results, experience, example.

First, the results.

When asked, “What do you do?” answer in terms of the results you produce rather than in terms of the industry you’re in or your position title. Instead of saying “I’m in banking,” or “I’m a small business banker or a business banker,” say, “I help business owners accelerate cash flow,” or “I help business owners reduce costs,” or “I help business owners plan and finance their exits from their companies.” Whatever it is, answer in terms of your result.

Second, answer the question, “How come you can do that?” by offering a brief narrative.

Something like: “In the last eight years, I’ve worked with 400 businesses, evaluating their profitability and cash flow. I’ve learned where to look for potential opportunities to conserve cash – collect faster from customers, reduce cash tied up in their inventories, and manage their payments appropriately. As a result, my clients have increased the amount of working cash they have available, increasing their flexibility, reducing their risk, and reducing their borrowing costs because they need to borrow less.”

Third, give an example.

Something like: “Recently, I worked with a dental practice challenged by handling over 400 checks a week. Combining technology and a change in their invoicing process, we reduced the number of checks received and helped them deposit those checks in the bank from one day to three days faster. As a result, available funds in their checking account increased by almost \$20,000 within two months’ time.”

So, next time someone asks, “What do you do?” think results, experience, example. It’s a great way to differentiate and establish value for your expertise.