

Hints for Productive Conversations with Demand

1. Be well-informed – do due diligence research on the demand partner and their current social/community programs to be able to relate and tailor your product to their own programs and goals.
2. Ditch the pitch – focus on prospecting.
3. It's a dialogue; not a monologue.
4. Tell a story; don't sell a product. Look for a personal connection.
5. Focus on listening to and understanding their needs. What are their pains they want less of... and the gains they want more of? Try to quantify and qualify.
6. Know and use the language that matters to them. Speak in terms of how your product can add value to theirs.
7. Imagine and listen for value propositions.
8. Weave an adapted value proposition as a solution to their problem.
9. Pick-up on the “bones” – Be aware and ready to take advantage of openings or opportunities that they bring up; this requires creative thinking on your part to relate their ideas to what you are offering. Don't be so focused on the product that you lose sight of the opportunity being offered in a different package.
10. Be clear and concise about how you can create value. Be prepared with concrete impacts – the difference your involvement would make.
11. Be realistic – focus on what you can realistically achieve and resist the temptation to overpromise and then risk having to under-deliver.
12. Obtain a commitment for a next step. Ask for names/contacts of others for you to speak with.

Interests and Value Propositions: Definitions

Self-Interest: Self-interest asks “What’s in it for me?” What will I get out of it? Self-interest is the value proposition that binds me in the WealthWorks Value Chain. Self-interest may be in terms of the product and/or other benefits that are generated by a fully functioning value chain.

Shared Interest: Shared interest asks “What’s in it for us?” Is there something in it for you and for me that gives us a shared interest in a successful outcome?

Common Interest: Common interest is an interest in the common good that goes beyond narrow self-interest and shared interest in the direction of altruism. Common interests may be more general than self-interest or shared interest. For example, a healthy environment or a strong economy may be a common interest. Common interest asks “What’s in it for other people/the community/the world? How does the value chain contribute to the greater good?”

Value Proposition: The Value Proposition describes the benefits customers/partners can expect from your products and services *in return for something from them*, whether money, participation and time, assistance and talents, or other agreements. Value propositions are designed, tested, and modified.

Customer Profile: Describes a specific customer segment and/or partner in a more structured, detailed way. You will learn what they do, how they might use your product or service, why they might want it, and their “pains” and “gains”, *from their perspective*.

Pain Points: Pains describe anything that annoys your customer or partners before, after, or as they try to get a job done. Pains also describe undesired potential outcomes (risks), obstacles, and problems.

Customer Gains: Gains describe the outcomes and benefits your customers want. Gains include cost and time savings, meeting the emotional needs/values of the customer (such as fair trade, etc.) and other characteristics that would be considered beneficial.