

The value proposition of IF I / WOULD YOU

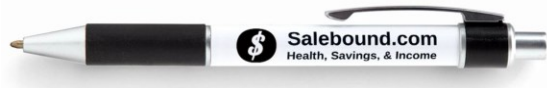
Trust can quickly dissolve with any hint of a sales motivation unless that motive was established upfront in the relationship and even then, it's a delicate balance. For this reason, when a sales opportunity presents itself in everyday life, introducing a sales process into the mix can be problematic unless it is perceived as mutually beneficial to both parties.

IF I / WOULD YOU, is a way of thinking that can help you to transition seamlessly in an organic way that avoids trust destruction, helps protect trust, and may even enhance preestablished trust.

Relationships are transactional and although not commonly perceived that way; as a professional salesperson, being highly attuned to the value proposed in any give and take scenario is critical to success.

Have you ever found yourself in a conversation and felt not heard or worse yet unimportant to the other person? That is what we want to avoid. Trust comes from value. Value comes from a firm handshake, eye contact, body posture, and the words we use. Following is IF I / WOULD YOU in action.





You find yourself in conversation with a person who becomes comfortable enough with you to share that they workout regularly but cannot seem to make any real muscle gains. In your mind you know the difference LiveGood has made in your life. You realize that this person is a potential prospect.

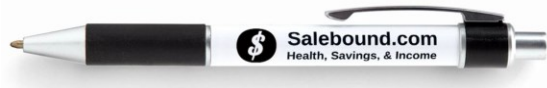
You say: I've had incredible results from a LiveGood product that's backed by a 90-day empty-bottle money-back satisfaction guarantee. If I were to show you an affordable product formulated to help you achieve a 10-15% increase in strength in less than 4 weeks according to research, would you commit to purchase it from my affiliate website right now?

They ask how much it is, and you clarify that you said affordable and direct them to your website. The prospect says wow I thought it would cost more, and you have them order Creatine with HMB right there on their cell phone.

You ask to exchange numbers so that you can give them a free shaker bottle as a thank you and follow-up on the results.

That person appreciates the gift, loves the product results and asks if you have a business card to bless some people at the gym. You then ask, if I could show you how to earn an income by doing that, would you commit to watch a short video tour?

The IF I / WOULD YOU technique is a value proposition that's not about manipulating prospects but rather about finding a common ground where both parties feel they are getting value. When used correctly, it's a win-win strategy that can help finalize the sale and leave the customer feeling satisfied with their decision.



5 Steps of IF I / WOULD YOU

Step 1: Build Rapport and Identify Needs

Ensure that there is a strong rapport with the prospect and their needs have been thoroughly identified and discussed. Don't make it weird, just seek understanding of what the prospect values or seeks resolution for.

Step 2: Formulate Your Offer

Think about what you can offer that will be of high value to the prospect but is also reasonable and within your capacity to deliver. This could be a discount, add-on, or customization; basically, anything mindful of the conversation that might motivate the prospect to decide.

Step 3: Pose the Question

Once you've determined an offer that aligns with the prospect's desires or pain points, frame your IF I / WOULD YOU question.

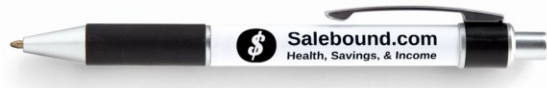
Step 4: Clarify and Confirm

Make sure the terms of the agreement are clear to both sides. Specify what you're offering and what you're asking in return. Once the prospect agrees, confirm the details and solidify the commitment.

Step 5: Deliver and Follow-Up

After the prospect has agreed and taken the proposed action, it's essential to deliver your end of the agreement promptly. Follow up to ensure they're satisfied with the transaction, to build trust, and potentially opening doors for future business opportunities.





IF I / WOULD YOU Strategic Tips

Balance Offer and Ask:

Ensure what you're offering and what you're asking for in return are balanced. The prospect should feel like they are getting a good deal, and you should still benefit from the sale.

Urgency:

Use this technique to create a sense of urgency, encouraging the prospect to act quickly to take advantage of the offer and be prepared to walk away.

Flexibility:

Be prepared with multiple, customized and different IF I / WOULD YOU scenarios based on how the conversation evolves.

Listen:

Pay close attention to any hesitation or objections that arise after you pose the question and refine your offer based upon that feedback.

Integrity:

Work to be the light in this world by truly delivering greatness in all you do. Promise nothing, make fulfillable offers, and strive to exceed expectations.



Remember, the IF I / WOULD YOU proposition is not about manipulating prospects, but instead about finding a common ground where both parties are getting value. When used correctly, it's a win-win strategy that can help finalize the sale and leave the customer feeling satisfied with their decision.



IF I / WOULD YOU Worksheet

Think about half-a-dozen key IF I / WOULD YOU propositions that you can use in building your business and write them down. Read them daily and use them regularly remembering to be flexible to the individual needs and desires of prospective customers.



IF I _____

WOULD YOU _____

IF I _____

WOULD YOU _____

IF I _____

WOULD YOU _____

IF I _____

WOULD YOU _____

IF I _____

WOULD YOU _____

IF I _____

WOULD YOU _____