



# SALES ACTIVATION GROUP

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## Why Change? Why Now? Why You? WORKSHEET

These are the three basic questions you need to answer in order to get your ideal prospects interested enough to agree to meet with you to learn more. The answers are anything but basic though and will require you to do some thinking and pre-planning to be most effective.

As a first step think back to conversations you've had with prospects and clients and list the emotional trigger words they used and the specific situation they were describing, i.e., worried about staff turnover; concerned about meeting demand, etc.

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### Why Change? Part One.

Base these answers on evidence you've gathered proving that the case you are making as to why they should change is real. List all of the data, survey results, research findings and articles you've read that support the need for change.

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### Why Change? Part Two.

Now craft your views on the above data, surveys, research and articles. Explain why you agree with those findings. (Suggestion: turn those statements into an article or blog and share it socially. Your ideal target clients are those that will share your views, make it easy for them to learn about you.)

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### Why Now? Part One.

Is it really best that they change now? If so, why? What might happen if they wait? On what evidence are you basing that opinion - market trends or lessons you've learned from clients who have worked with you? If so, list those examples.

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### Why Now? Part Two.

Craft three statements that speak to the potential impacts of the future of their business if they:

1) stay with their current supplier \_\_\_\_\_

2) make a change in suppliers now \_\_\_\_\_

3) make a change in suppliers in the future \_\_\_\_\_

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Page Two

### Why You? Part One.

You want to provide evidence that you are the right person, company, product, service to solve their problems. HINT: the # of years you've been in service or the advanced degrees held by your co-workers are not evidence. Speak to your results. Share third-party stories and testimonials whenever possible.

Here are some questions to get you started:

What do we offer that is unique, stands out; other clients want and enjoy? \_\_\_\_\_

\_\_\_\_\_

How is what we offer different from the competition? \_\_\_\_\_

\_\_\_\_\_

How do those differences make our offering more valuable, worth more? \_\_\_\_\_

\_\_\_\_\_

What problems have we solved and how did the client benefit? \_\_\_\_\_

\_\_\_\_\_

What specific success stories do we have to prove our value? \_\_\_\_\_

\_\_\_\_\_

What new products and services are we launching? \_\_\_\_\_

\_\_\_\_\_

What do I personally bring to the table to add value to the relationship? \_\_\_\_\_

\_\_\_\_\_

### Why You? Part Two.

The answers you've crafted and evidence you've gathered provide the basis for your three value proposition statements to compel others to take notice and be willing to meet with you.

Your value proposition statements will speak specifically to the prospect's key areas of concern (Why Change? Why Change Now?); and, make them believe you are the solution (Why You?).

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

3 \_\_\_\_\_

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