

For each product or service that you offer, complete the following form.

1. Description of Your Product(s) or Service(s):

2. How Would Your Client Describe the Symptoms of the Problem(s) you Solve?

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3. How Serious Are These Problems for Them?



TIPS

1. Don't get fixated on individual products. Rather, think in broad terms about categories of problems that you solve with respect to your offerings. Example: If you offer 27 products to improve manufacturing efficiency, then your product/service would be "improve manufacturing efficiency," not a list of 27 products.

It's essential to think about the problems that you solve with your products and/or services. Think of this like a medical treatment. In that sense, this exercise is designed to help you uncover the messages that can resonate with your ideal customers.

2. Remember to include Emotion, Issue, and Impact of the Issue. Avoid the trap of describing your solution as the problem. Their problem is NEVER the fact that they have not purchased your product or service. Their problem cannot be, "We don't have a good provider for XYZ."

What would it sound like if they were complaining internally about the problem(s) that you solve? Try to be as specific as possible.

3. The problem you are solving must register at an 8-10 level. If not, then it's likely not urgent enough to stand up to scrutiny. Associate the impact of not solving the problem to raise the level to an 8, 9, or 10.

SAMPLE COMPLETED FORM

1. Description of Your Product(s) or Service(s):

We offer warehouse management software and services to improve efficiency, manage costs, enhance communication, and accelerate delivery times

2. How Would Your Client Describe the Symptoms of the Problem(s) you Solve?

- We lose sales because we don't know what we do and don't have in inventory*
- We get returns from clients because we often send the wrong stuff*
- Our team spends too much time trying to find the right items because we don't have efficient systems*

3. How Serious Are These Problems for Them?

