

## **Section 3: Engagement Strategies**

### **Part III: Engagement Strategies**

**This is where the Value or Problem Statement can be used. Remember we are not selling our product, rather we are Engaging the customer with the RESULTS of our product.**

**In taking these statements apart we find:**

- a. One component provides a potential problem that the buyer can relate to. Consider the “results” from Reverse Engineering your product.**
- b. Followed by a statement of solution. The statement of solution should contain a statistical value such as “by half” or “several ideas” or “eliminate”, all of which add value to the statement. The verbiage used needs to be direct and avoid “maybe” or “possibly” type of indications.**
- c. Always end the Value or Problem Statement with a call to action**

*Example: Mr. Jones, you are most likely looking for additional profit without additional work or expense. Our company is providing programs and products to companies like yours, which have added 10-30% to their profit picture without additional overhead. Let's take ten minutes to see how this will work for you?*

**Create several Value or Problem Statements of your own:**

**1. Potential Problem:**

**Statement of Solution:**

**Call to Action:**

**2. Potential Problem:**

**Statement of Solution:**

**Call to Action:**

## **Engagement Strategies**

**Problem or Results oriented question:**

- 1. Take several questions from your Reverse Engineering sheets and place them below.**
- 2. Rewrite them in the form of an Engagement question that will get your customers positive attention.**

**1.**

**2.**

**3.**

**4.**

**Engagement over the phone:**

**1. Take your Value or Problem Statement and adapt it to use on the phone:**

**Potential Problem:**

**Statement of Solution:**

**Call to Action:**

**2. Adapt several of the Problem or Results oriented question to use on the phone:**

**A.**

**B.**

## **Engagement Strategies**

### **The Credibility Statement:**

*Example: Mr. Jones, our company is XYZ Inc, and was established in 1985 by the same leadership we have today. We work with mid to large size organizations in addressing performance improvements in their personnel and have shown measurable results from 35% and up. Some organizations we have worked with are CCC Inc, BBB Inc and ZZZ Inc.*

**Taking several key points about your company, create a very brief Credibility Statement you can use with new customers.**

### **The Bridge Statement:**

*Example: Mr. Jones, I am not sure just what we can do for you, to determine the best action we will need some information. Could we ask you a few questions?*

**Create your bridge to Discovery and ask for permission:**