



THE

C

R

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METHOD





SMART SIMPLE MARKETING
GAIN CLARITY. TAKE ACTION. GET RESULTS.

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HOW TO EFFECTIVELY COMMUNICATE YOUR BRAND VALUE

A critical part of your sales process is your ability to clearly talk about your business in way that is brief, appealing, and engaging.

Remember, “a confused mind always says no.”

As such, you want your communications with existing and prospective clients to be C.R.I.S.P.

THE

C.R.I.S.P.

CLEAR | RELEVANT | INSIGHTFUL | SPECIFIC | PREPARED

METHOD

Of course, as you are having conversations with decision-makers about the solutions you offer, you want to deliver a message that stands out and motivates the listener to want to hear more.

Apply our proven methodology to your sales process, and you will:

- Increase your revenue
- Create the exact opportunities you need to grow your business
- Enjoy repeat business from existing clients
- Receive referrals from strategic partners and allies
- Decrease the amount of effort it takes to win new contracts

Let's explore the C.R.I.S.P method in detail and apply this proven framework to your business development efforts.



SUCCESS TIP:

Focus your discussion on the problems you solve.

TAKE ACTION: FILL IN THE BLANK

I help [ideal client or target market] to overcome [problem] by delivering [solution].

Use this statement as the basis for your conversation.

I help _____
to overcome _____ by
_____.



CLEAR

Clearly and succinctly explain what problem you solve and who you solve it for.

Don't use industry jargon or acronyms.



SUCCESS TIP:

Put yourself in your client's shoes. What goals do they need to achieve in the next 6-12 months?

TAKE ACTION: FILL IN THE BLANK

The market I serve really needs my [solution] to accomplish [insert specific goal].

The market I serve really needs my _____
to accomplish _____.



What specific problems can you solve...
RIGHT now?

What experience do you have that fits
current needs?



SUCCESS TIP:

Turn each conversation or touchpoint into a teaching moment.

TAKE ACTION: FILL IN THE BLANK

My customers and prospects need to know [this specific industry knowledge, skill, or proprietary system] that I bring to the table to meet their goals.

How will you ensure that each interaction your clients spend with you leaves them better educated than they were before?

INSIGHTFUL

What insight can you provide that your prospect doesn't know about?

How can you turn a sales call into a teaching moment?



TAKE ACTION: FILL IN THE BLANK

I help my clients to obtain the following 3 results when they work with me

1. _____
2. _____
3. _____

S
SPECIFIC

What specific results can you generate?

SUCCESS TIP: Focus on money saved, time/effort saved, customers gained, etc.



TAKE ACTION:

I will invest the time needed to educate myself about the value, culture, organizational structure, buying cycles and decision-makers of the companies I want to serve.

Signature: _____

Date: _____



DO YOUR RESEARCH.

SUCCESS TIP: Use LinkedIn, Twitter, Facebook, Google Search, industry publications, etc.



SMART SIMPLE MARKETING

GAIN CLARITY. TAKE ACTION. GET RESULTS.



DO YOUR RESEARCH

**BEFORE REACHING OUT TO A PROSPECTIVE CUSTOMER
AT A MINIMUM YOU SHOULD KNOW:**

- ✔ How to pronounce the company's name
- ✔ What they value and services they sell
- ✔ Who their customers are
- ✔ Current details from their newsroom
- ✔ Current details from their social media posts
- ✔ What their mission is and what they stand for
- ✔ Who works in their supplier diversity department