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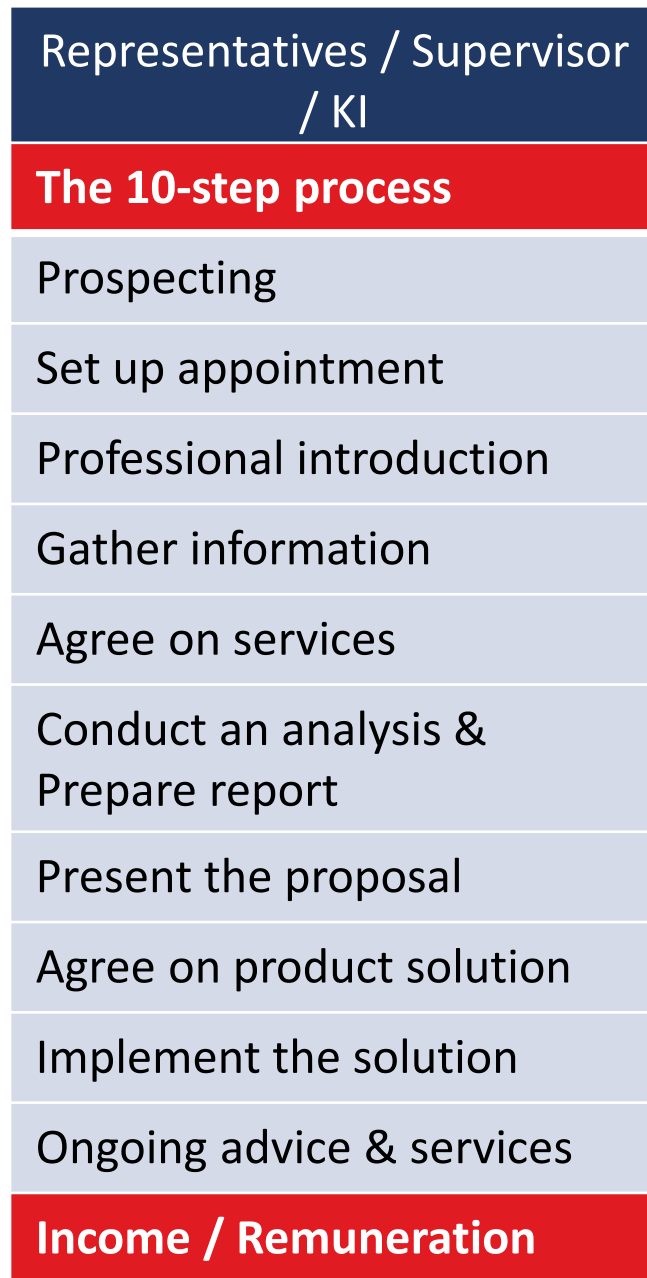
Rejuvenate your value proposition



Agenda



- Introduction
- What a value proposition is NOT?
- What is a value proposition?
- Examples of value propositions
- Where to start?
- Components of a value proposition
- Writing your own value proposition
- The need to rejuvenate your VP



Introduction – Why does your VP matter?

**THE TRUE BUSINESS
OF EVERY COMPANY
IS TO MAKE AND
KEEP CUSTOMERS**

PETER DRUCKER

PICTURE QUOTES.COM

The purpose of a business is
to create and keep a
customer. All business
activities must be focused on
this central purpose.

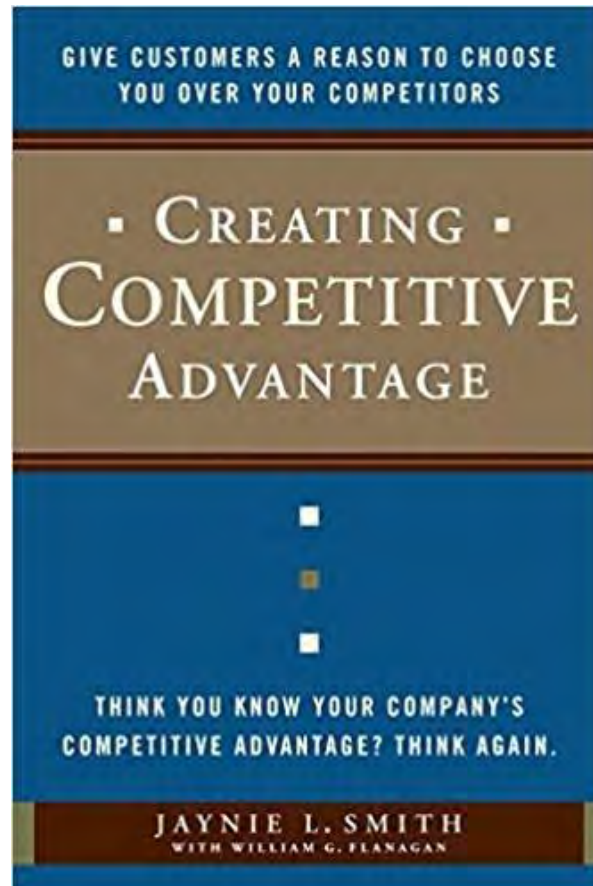
Brian Tracy

PICTUREQUOTES.COM

***At the heart of
every strong
business model is a
compelling value
proposition.***

Isaac Jeffries

Why does your value proposition matter?

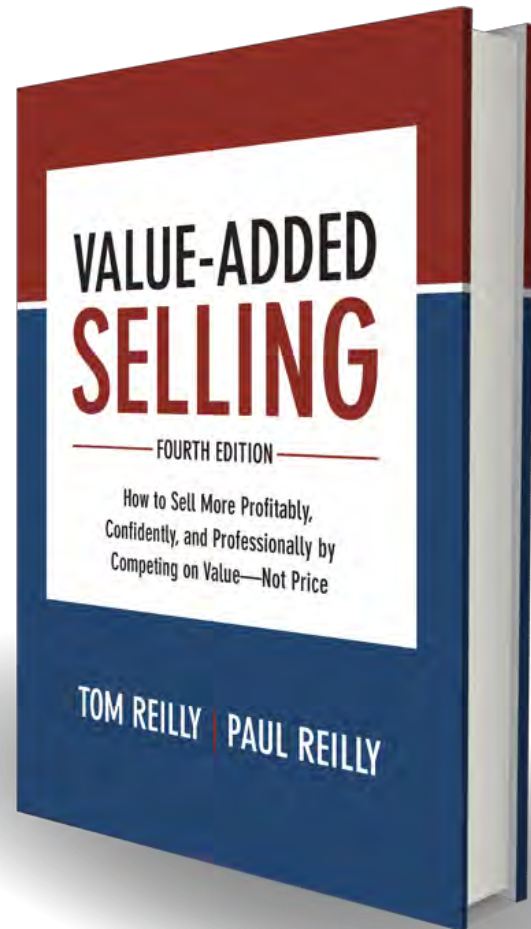


Competitive advantage is:

- what keeps you in business
- what separates you from the herd
- what you deliver that makes you unique
- It answers the client's key question:
"Why should I do business with you?"
- The answer to the question:
"What are you offering that the other guy is not?"

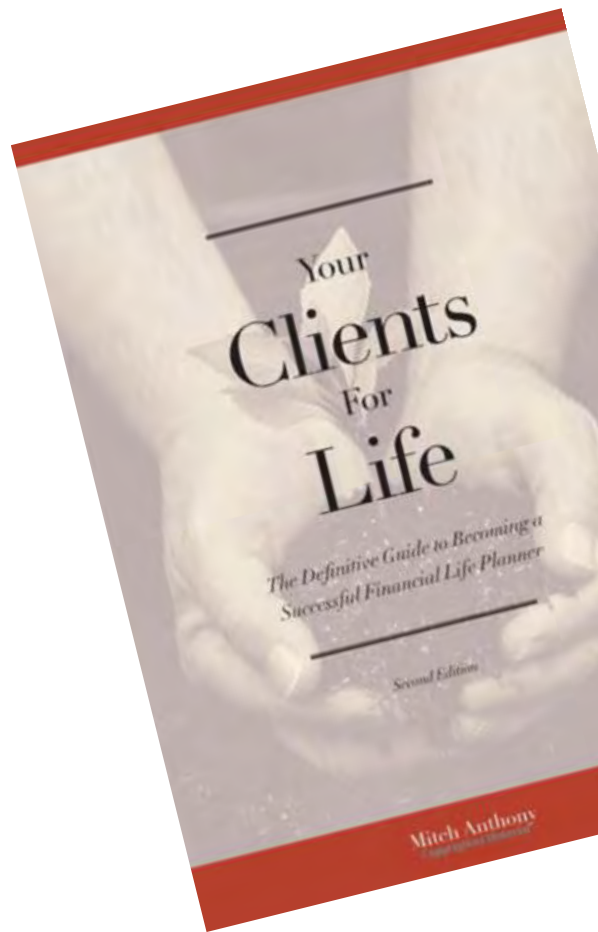
Jaynie L. Smith, Currency Books, Random House Inc. 2006, p 2

Why does your value proposition matter?

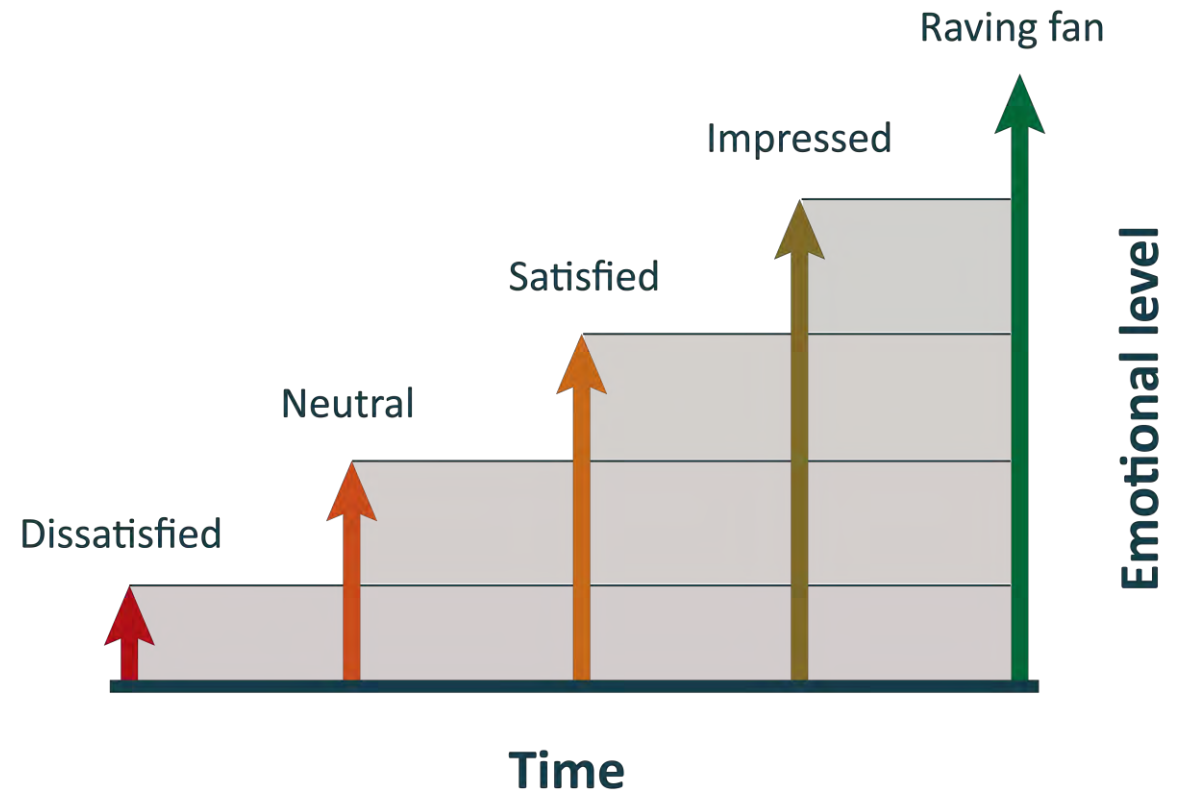
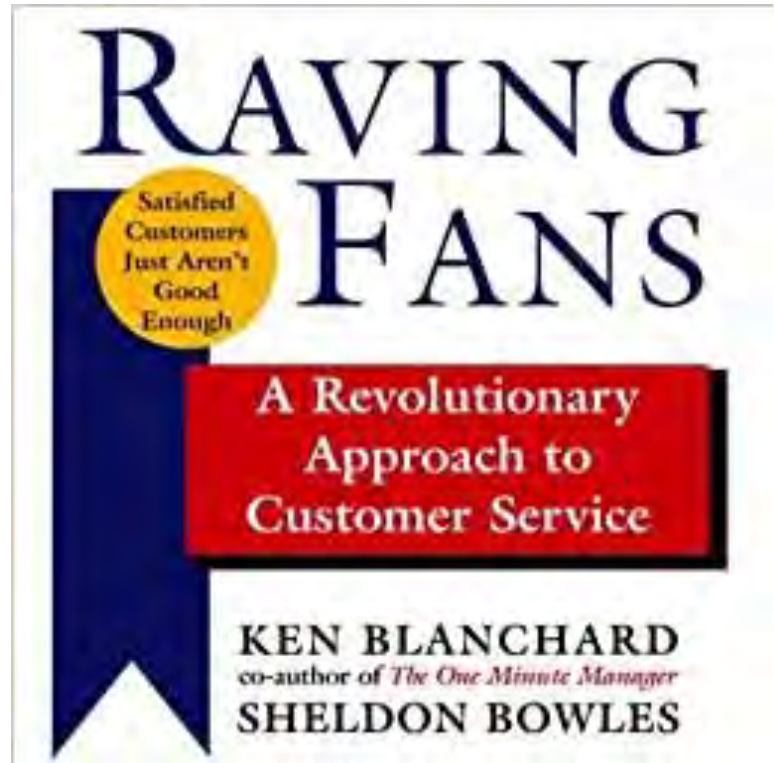


- Without a competitive advantage, price becomes your only differentiator and when that happens, you will be no more than a commodity.
- There are businesses all over the world that thrive without having to compete on price.
- They offer something that is far more important than competing for the lowest possible price.
- They focus on creating value and their clients are happy to pay for the privilege.

Why does your value proposition matter?



Why does your value proposition matter?



What a value proposition is NOT

Offering differentiation matrix

Subject matter	You	Company B	Company C
Tax planning			
Estate planning			
Financial planning			
Investment planning			
Retirement planning			
Long-term insurance			
Short-term insurance			
Wealth management			
Health insurance / Medical aid / Gap cover			
Employee benefit consulting			
Fiduciary services (Wills & Estates)			

What a value proposition is NOT

- **NOT** your slogan
- **NOT** what you do
- **NOT** who you are
- **NOT** your offering
- **NOT** your experience
- **NOT** your designation

- **NOT** your qualifications
- **NOT** a list of general benefits
- **NOT** your job description or title
- **NOT** a corporate positioning statement
- **NOT** your status as an authorised financial services provider
- **NOT** brand essences, nor general elevator pitches or messages

What a value proposition is NOT

- **NOT** an incentive: The word ‘incentive’ is defined as a ‘positive motivational influence’ designed to incentivize a visitor to act right away. Incentives are not value propositions, but often brands confuse them.
- **NOT** a catchphrase: A slogan or tagline is “a catchphrase or small group of words that are combined in a special way to identify a product or company.” Slogans are not value propositions, but many brands conflate the two.

- **NOT** a positioning statement: A positioning statement is an expression of how a given product, service or brand fills a particular consumer need in a way that its competitors don’t. A positioning statement is a subset of a value proposition, but it’s not the same thing.

Unique Value Proposition: What is It, How It Works, And Why You Should Pay Attention to It
(invespcro.com)

What is a value proposition?

A value proposition can be summarized as a set of reasons why someone should buy from you.

Ryan Estes

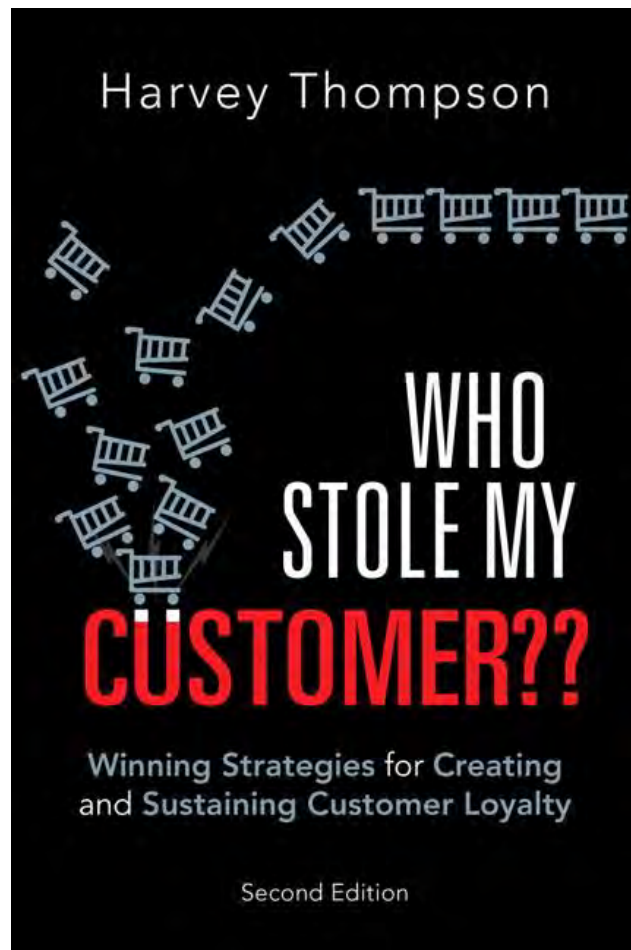


What is a value proposition?



- A promise of value stated by a company that summarizes how the benefit of the company's product or service will be delivered, experienced, and acquired.
- It specifies what makes the company's product or service attractive, why a customer should purchase it, and how the value of the product or service is differentiated from similar offerings.

What is a value proposition?



As competitors attract your customers away through exceptional levels of personalized products and service, you must work harder to both retain your old customers and acquire new ones.

Increasingly, companies compete and attract customers away from competitors based on their ability to differentiate relatively similar product lines with a service-based value proposition.

What is a value proposition?



The value proposition is not just about the services you offer and the products you sell, no.

It is that "why" behind everything, a much deeper reason.

It is the "cause" that is driving your business.

[Step-By-Step Guide to Writing a Unique Value Proposition \[2022 Examples\] \(310creative.com\)](#)

What is a value proposition?



A value proposition statement is a clear, compelling and credible expression of the experience that a customer will receive from a supplier's measurably value-creating offering. It is not a description of what your organization does for a customer. It articulates the essence of a business, defining exactly what it fully intends to make happen in the customer's life.

- It is the value experience that you deliver.
- It is what clients perceive to be important.
- The value experience is much more specific to the needs and circumstances of prospects and client

Barnes, H. Blake, D. Pinder,

Creating and delivering your value proposition

Your value proposition and the client experience

Client engagement	Best practice	Compliance	Technology	Advisor experience	Client experience
Prospecting					
Setting up appointment					
Professional introduction					
Gathering client information					
Agree on service					
Conduct analysis and prepare report					
Present the report / proposal					
Agree on advice and solution(s)					
Implementation					
Ongoing reviews / advice / service					

Examples

Hubspot: An easy-to-use CRM

FedEx: Manage your home deliveries

Subaru: The most adventurous, most reliable, safest, best Subaru Outback ever!

Samsung: Get ready to unfold your world.

Examples



Apple iPhone

We believe that a phone should be more than a collection of features. Above all, a phone should be simple, beautiful, and magical to use.

Examples



Welcome to Sanlam Investments

Our mission is simple: to unlock the opportunities for our clients that are difficult to find.

Live with confidence
It's more than a new motto.
It's our purpose to you.

Examples

The logo for Glacier by Sanlam is displayed within a blue square. The word "glacier" is written in a large, white, lowercase sans-serif font. Below it, the words "by Sanlam" are written in a smaller, white, lowercase sans-serif font.

glacier
by Sanlam

WORLD-CLASS INVESTMENT SOLUTIONS AT ANY STAGE OF YOUR CLIENTS' LIVES

Our offerings encompass local investments, including fixed-term investments and investments with guarantees, international investments, retirement savings solutions and retirement income solutions.

Each solution has its own distinct purpose, but they share the superior quality and commitment that have come to distinguish Glacier.

At Glacier, we enable financial freedom now and for generations to come

Examples



By using Amity's end-to-end investment management proposition, you will...

- ✓ Deliver financial wellbeing
- ✓ Reduce the uncertainty of investment outcomes
- ✓ Increase your value
- ✓ Build client loyalty and trust
- ✓ Improve business efficiency
- ✓ Reduce advice risk

Where to start?

START
HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION
WITH
SIMON SINEK
WHY



Where to start?

START
HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION
WITH
SIMON SINEK
WHY



'Start With Why' is how you can explain your purpose, the reason you exist and why you behave as you do.

Sinek's theory is that successfully communicating the passion behind the 'Why' is an effective way to connect with the listener's limbic brain.

Successfully articulating your 'Why' is a very impactful way to communicate and connect with your target market, define your particular value proposition and inspire them to act.

Components of a value proposition

Offering

Benefits

Service model

Value for money

Client experience

What makes you stand out?



Writing your own value proposition



- ✓ Who are your clients?
- ✓ What do they need?
- ✓ What do they seek?
- ✓ Why are they not happy with their existing solution(s)?
- ✓ Our solution is _____
- ✓ It delivers on the job to be done by _____
(describe the features)

Writing your own value proposition



- ✓ It delivers on the gain by _____
- ✓ It offers pain relief by _____
- ✓ Clients prefer our solution because _____
- ✓ We make money by _____
- ✓ Clients are willing to pay R _____ for my service.

The need to rejuvenate your value proposition



Client needs & priorities

Covid-19

Technology



The need to rejuvenate your value proposition

Blue ocean

Blue ocean

Red ocean

Red ocean

Life
centered
financial
Planning

Financial coaching

Financial planning

Financial advice

Financial product advice

Financial product selling

Representatives / Supervisor / KI
The 10-step process
Prospecting
Set up appointment
Professional introduction
Gather information
Agree on services
Conduct an analysis & Prepare report
Present the proposal
Agree on product solution
Implement the solution
Ongoing advice & services
Income / Remuneration



Principal / Key individual
Business Management
People
Business infra-structure
Systems and processes
Marketing
Training
Risk management & compliance
Administration
Remuneration
Financial management
Profit / Loss

Directors / Principals / Key Individual
FSP
Profit growth
Increased shareholder value

Rejuvenate



Thank you



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