



# More than an elevator pitch

Bringing your value prop to life

You expect your business partners to quickly and effectively articulate their core competencies, and your clients and prospects expect the same of you. The challenge has always been how to get started... until now.

## It's all about value

To define your value, you have to understand a client's needs and articulate how you'll meet them. A strong value proposition will help you:

- **Start the conversation.** Draw in prospective clients with a clear, concise description of your essential services.
- **Stand apart.** Demonstrate how you bring value to their business by presenting a new way to approach and solve their problems.
- **Spread the word.** Attract more customers with referral partners, who can now understand and articulate your value proposition with their network.

## Bring your value to life

Boiling down your business into a bite-sized look at your core strengths can be challenging, but our digital tool will help you create your own value proposition in four easy steps:

- 1 Profile**  
 Introduce who you are and how to connect.  
  
**Do you work in a team?** Select a Team profile to highlight the diverse capabilities of your team.
- 2 Services**  
 Create a succinct description of your services and specialties using customizable content.
- 3 Customize**  
 Choose from sample templates, colors and fonts to make this piece your own. Add a client's name to make it personal!
- 4 Finish up**  
 Preview and tweak your piece, and receive a final PDF to share! All work will be saved to your library within the tool.

## Value that matters

Our digital tool allows you to quickly create a sharply focused value proposition centered on what clients really care about.

The tool's ready-made service statements were built with today's employers in mind with topics including:

- Technology
- Insights and analytics
- Customer experience

This gives you a jumping-off point to build a value proposition that demonstrates you have the expertise to solve for your clients' biggest needs.

## A strong value proposition is...



**CLEAR** – it can be read and understood quickly.



**SPECIFIC** – it communicates specific results or value that your clients will get.



**PERSONALIZED** – it is tailored to your prospects' needs and motivations.



**DISTINCT** – it differentiates you from your competitors.

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Let's get started  
[yourvalueprop.com/worksite](https://yourvalueprop.com/worksite)

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