



## **Value Proposition: Feature / Advantage / Value**

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**As a Sales Manager, especially if you've spent many years in "The Chair", you realize the most frustrating things about trying to "EARN" NEW BUSINESS.**

**There is just so much to learn, and so much to know, and you never seem to have the right answers right at your fingertips, exactly when you need them.**

**I've heard it a hundred times, and each time I reply with, "Would it be helpful to have a 1 page SALES AID you could post right here in front of you that would list the "Key Features" of your Value Proposition and the Advantages & Value / Results of each?"**

**99.9% of the time if I pull out the Outbound Excellence Value Proposition Sales Aid, and say - "would this work" - they invariably almost leap out of their chair in excitement.**

**Seriously, this is a very powerful sales tool. It's in an excel format, so just delete the fields I have filled in and plug in your company's Value Proposition Data, and watch your sales team "Glow."**

**All that I require, since it is a copyright document, is to leave the Outbound Excellence Header & the copyright statement.**

**Another Tip - Add this tool to your sales training program. If you doubt the value of this tool, walk the floor with it and show it to your sales team and get their feedback.**