

FEEL GOOD ABOUT SELLING - this positioning statement worksheet will help you outline the Problem > Solution > Action for your prospects (PSA).

GOAL: To help your prospect see you as a trusted advisor, allowing them to take a next step with you.

PROBLEM - Create a one-sentence value proposition	Tips
<p>A value proposition is a brief explanation of the problem you solve for your customers.</p> <p>Example: <i>"I specialize in helping leaders take the guesswork out of building high-performing teams that drive results."</i> Reflect on your prospect's problems and create a list of what you help them avoid, reduce, clarify, eliminate...etc. Write your one-sentence value proposition below:</p>	<p>Know your audience</p> <p>Be succinct</p> <p>Avoid jargon</p> <p>Be specific</p>
SOLUTION - Provide a clear solution	Tips
<p>Your solution should be a clear and easy-to-follow path, e.g., Steps 1-2-3.</p> <p>Example: <i>"Business leaders are often forced to rely solely on their gut when it comes to business decisions. Rather than traditional techniques, you're able to use: 1) science-backed technology 2) build a data-driven action plan for your team, and 3) enjoy the benefits of high-performance - the same way professional sports builds winning teams."</i> Write your solution below:</p>	<p>This is the movie trailer - not the movie</p> <p>Contrast words such as, rather than, help people focus</p> <p>Add vision - e.g., building a winning team</p>
ACTION - Ask, but offer freedom of choice	Tips
<p>If you've got your prospect's interest, ask if they're open to learning more.</p> <p>Example: <i>"Are you open to a conversation to learn more about you and your organization, or not so much?"</i> Write yours below:</p>	<p>The goal is to learn more about their situation to see if you can help (not sell them)</p>

Resource: for more information on writing a great PSA, [check out this post](#) and [this post](#)