



## FEEL GOOD ABOUT SELLING - PSA FRAMEWORK

This positioning statement worksheet will help you outline the Problem, Solution, and Action for your prospects (PSA). Clarity is critical. Keep it simple. Avoid focusing too much on promises of gain. Instead address the problem solved.

Provide clarity on the problem you solve so your prospects can see you as a trusted advisor.

PROBLEM - CREATE A POSITIONING STATEMENT	TIPS
<p>A positioning statement is a value proposition, describing the problem you solve for your customers. The framework is called a PSA to focus on your customers.</p> <ol style="list-style-type: none"> <li>1. I help my customers (pick or add one) - avoid, overcome, reduce, simplify, remove, eliminate, clarify, stop, breakthrough: _____</li> <li>2. Insert business situation (e.g., employee engagement): _____</li> <li>3. Add some contrast (e.g, Rather than, unlike, or in contrast to): _____</li> <li>4. Add some vision (what's the future look like?): _____</li> <li>5. Why does this matter (what's the big picture?): _____</li> </ol>	<ul style="list-style-type: none"> <li>Know your audience</li> <li>Be succinct</li> <li>Avoid jargon</li> <li>Be specific</li> <li>Don't talk about you</li> <li>Focus on problem solved</li> </ul>
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>We enable you (or organizations) to:</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>	<ul style="list-style-type: none"> <li>Clarity first</li> <li>Reduce risk</li> <li>Show path to success</li> <li>Enable &amp; empower</li> <li>Keep it simple</li> </ul>
ACTION - ASK, BUT OFFER FREEDOM OF CHOICE	TIPS
<p>Example: Does this seem like it could be helpful in your context, or not so much?" Or, "Should we set up some time to talk, or should we part as friends?"</p>	<p>The goal is to learn more about their situation to see if you can help them - not sell them</p>

**Resource:** for a sample PSA [check out this post](#) and [this post](#)