

Value - What It Means & How To Demonstrate

What It Means:

The word “Value” is used a lot when referring to Offline Consulting. In fact the term “Value” is relevant in all forms of business, and also in your personal life.

Essentially it is about giving, and the other person receiving. As opposed to taking and getting.

It is about how the other person benefits from having an experience with you - be that via conversation, email, video, phone, in a meeting and so forth.

Value is essentially benefits.

You want to be of benefit to another person, that means that they have to feel that they are receiving more from their experience with you, than before they engaged with you.

People often make the mistake of thinking listing what you do, and how you can help someone is offering value. It is value to you, in that if they say ‘yes, I’ll hire you’, however in that type of dynamic you have not actually offered value.

Simply put Value is about Them, Selling is about You. With consulting, you want it to be about them. As people open up and respond positively when they feel that they are benefiting from having you in their life.

Think, giving. Not looking to get. So you are giving information, time, education, services. Not looking to get them to hire you and pay you. That comes automatically in response to the value you’ve given them, based on their assessing it is of value to them.

Your prospect will determine whether it’s of sufficient value to hire you, not you.



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How To Demonstrate Value:

This is not as hard as you may be thinking in your own mind.

A conversation can be of value. Asking questions can be of value. Informing & educating them can be of value. In fact asking questions can be a way to also inform and educate, and are my immediate way to offer value.

Ways to offer value:

1. Ask questions about their online presence, and without looking to baffle them with jargon, use a gentle dose, that indicates to them that they need to know the answers to those questions (as often they don't) & have that for their business.

What is your main keyword phrase?

What is your page rank?

Where are you in the SERPS?

Do you have a FB Fan Page? How many Fans?

Are you in the 7 pack for Google Places?

2. Create a complimentary analysis of their business. Can be of their business as a whole online, or my preference is to hone in on one specific area. Such as a video to demonstrate that they are not Mobile Friendly. Or a video to show they are not in the 7 pack in Google Listings. A video to show they do not have any authority for their website (*NB: NEVER run down what they have done, their website, or their online work, as you do not know how attached they are to the situation themselves, and you may kill a blossoming relationship by being overly critical/judgmental*).



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How To Demonstrate Value:

3. Share industry information. Such as a recent Google Algorithm change - and the impact of that for businesses now. Or a recent modification in Google Places and what that means for a listing. Or the turbo rise of Smart Phones as the preferred cell type and how that is only going to increase. Or how the globally respected Nielson states all businesses must have a mobile friendly site.

Finding this information is as simple as Googling a keyword phrase relevant to what it is you want to find out. As a matter of course you should be following key industry people on twitter and their blogs.

NB: Remember with any information you uncover, check around (by googling) to ensure it is an industry opinion, not an individual's that is looking to market themselves by making big statements (like: Facebook is dead! Everyone's going over to Google +)

To reiterate, the main thing with Value is for YOU to have the INTENTION to offer a prospect or client Value as opposed to looking to have them want to buy your services.

Focus is on THEM, not on YOU!

