



+ **The Q Framework:**
Why will customers buy your product?



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Why?
(Proposition)



Value
Propositions



Value
Statements



+ The Problem...



+ You're talking to the right buyer,
yet still no **action**.



+ “We need to do a **CBA** first...”



+ “We have to find **budget.**”



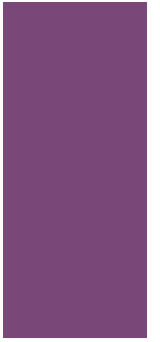
+ You're getting **passed** around...



+ The Opportunity...



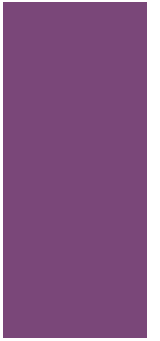
+ You can **lead** the witness.



+ You can give your buyer **ammunition** for approval.



+ ...and become a **trusted** partner.





Why is this important?



+ Companies buy **answers**, not products.



+ Executives think: “What can this **do** for me? How can I put it to **work** for my business?”



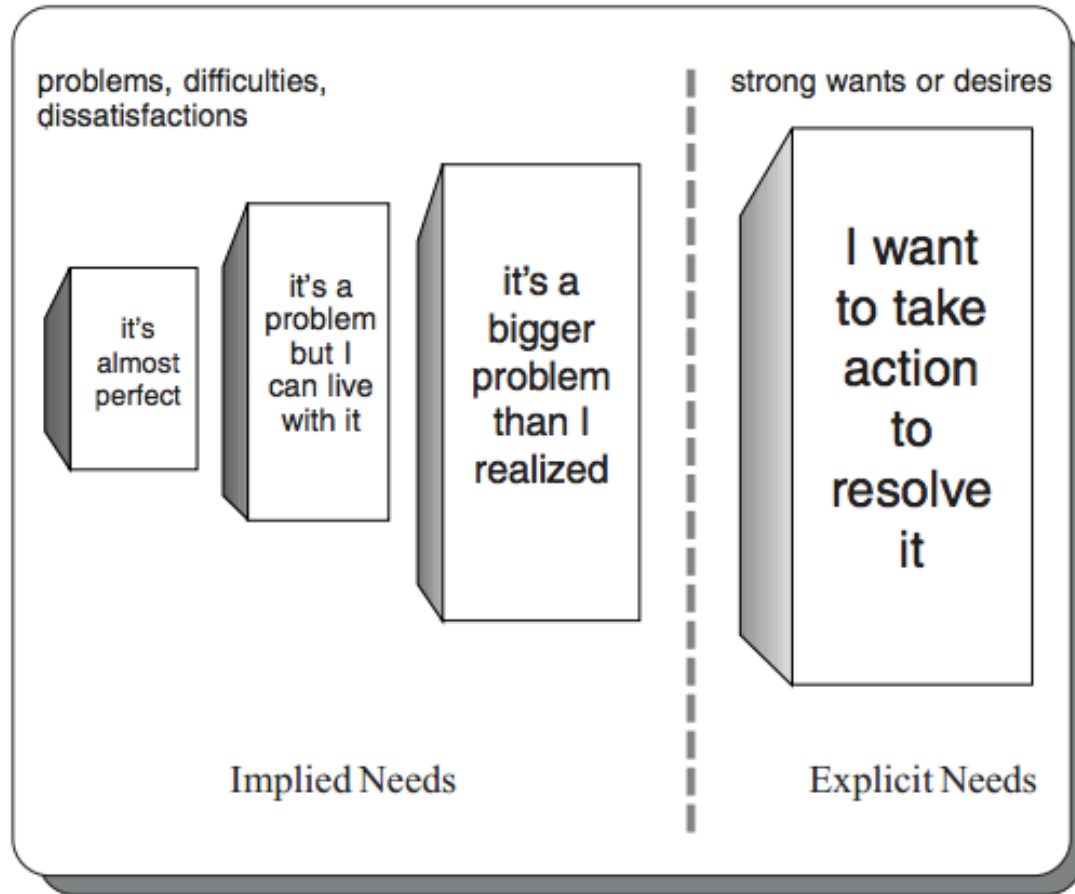


“What **job** is your customers hiring you to do?”

-Clayton Christensen



+ Implied vs Explicit Needs



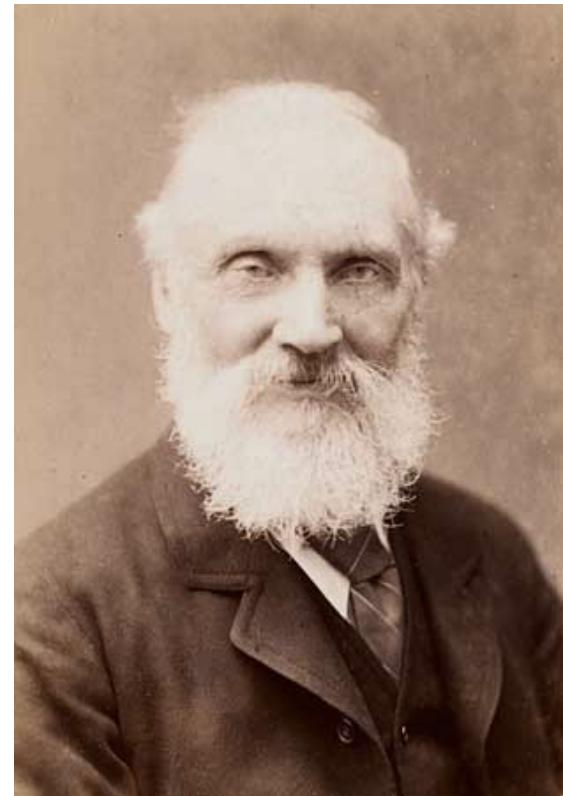
How **big** is the problem?



Sitting in a 3.8-metre sea
kayak and watching
a four-metre great
white approach you is
a fairly tense experience



+ “...when you can measure what you are speaking about, and express it in **numbers**, you know something about it.”





+ Why [People at] Enterprises Buy



+ Revenue

- Cost

+ Efficiency

- Risk



+ Constructing Value Statements



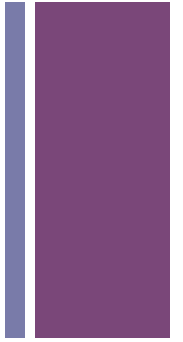
1. What **problem** does your solution solve?
2. Think **numbers** (% , \$, days , units).





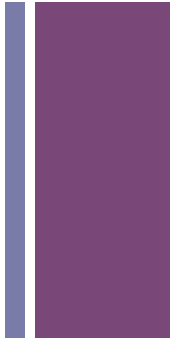
“We help you **increase revenue** by enabling your insides sales agents **to make 35%** more calls per day. This equates to more than \$200k in revenue per agent on average.”





“We help you **decrease costs** by 25% by **coordinating** business units through collaborative workflow and real-time **information** sharing.”





“Our software **increases how quickly** you can view customer feedback, assembling data in two hours that would normally take three months.





“We help you reduce workplace accidents by at least 45% by providing a real-time view into your manufacturing processes.”

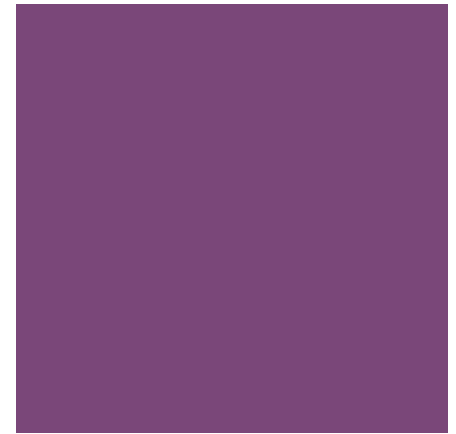






+ Now what?





+ THE TOOLS YOU NEED





USER BUYER



TECHNICAL BUYER



ECONOMIC BUYER



PRODUCT CHAMPION



THE WHY BUY WORKSHEET

Buyer	Reason			
	+ Revenue	- Cost	+ Efficiency	- Risk
Economic				
Technical				
User				
Product Champion				

Fill out the grid =>
Why does each
buyer purchase
your product?