

The Benefit Conversion Tool

“It’s What You Deliver, Not What You Do”

This exercise guides you into describing or positioning what you do from the perspective of the outcome or benefit your client gets, as opposed to leaving it as a description of the product or service. By focusing on what the result is that you create for your client, you frame your offering in a way that is more compelling and relevant to them.

Part 1:

What I/we do is ...

Part 2:

What This Means Is ...

Part 3:

What This Really Means Is ...

Notes:

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