

Differentiated Value: The Key to Authentic Selling



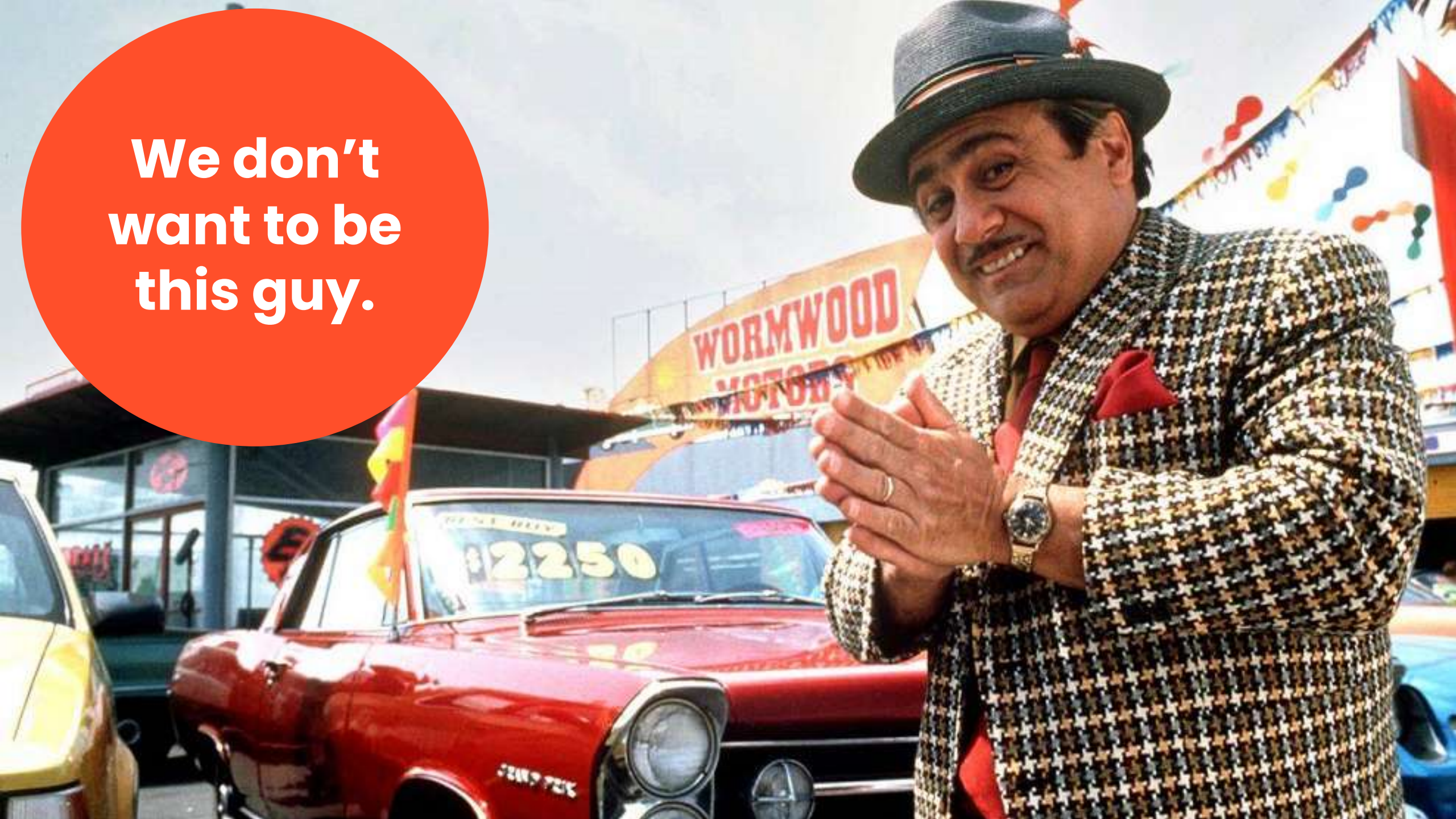
APRIL DUNFORD®

**Most founders don't find selling
easy or natural.**

**“It’s not a pitch,
it’s a product
walkthrough”**



**We don't
want to be
this guy.**



What we HATE about SALES:

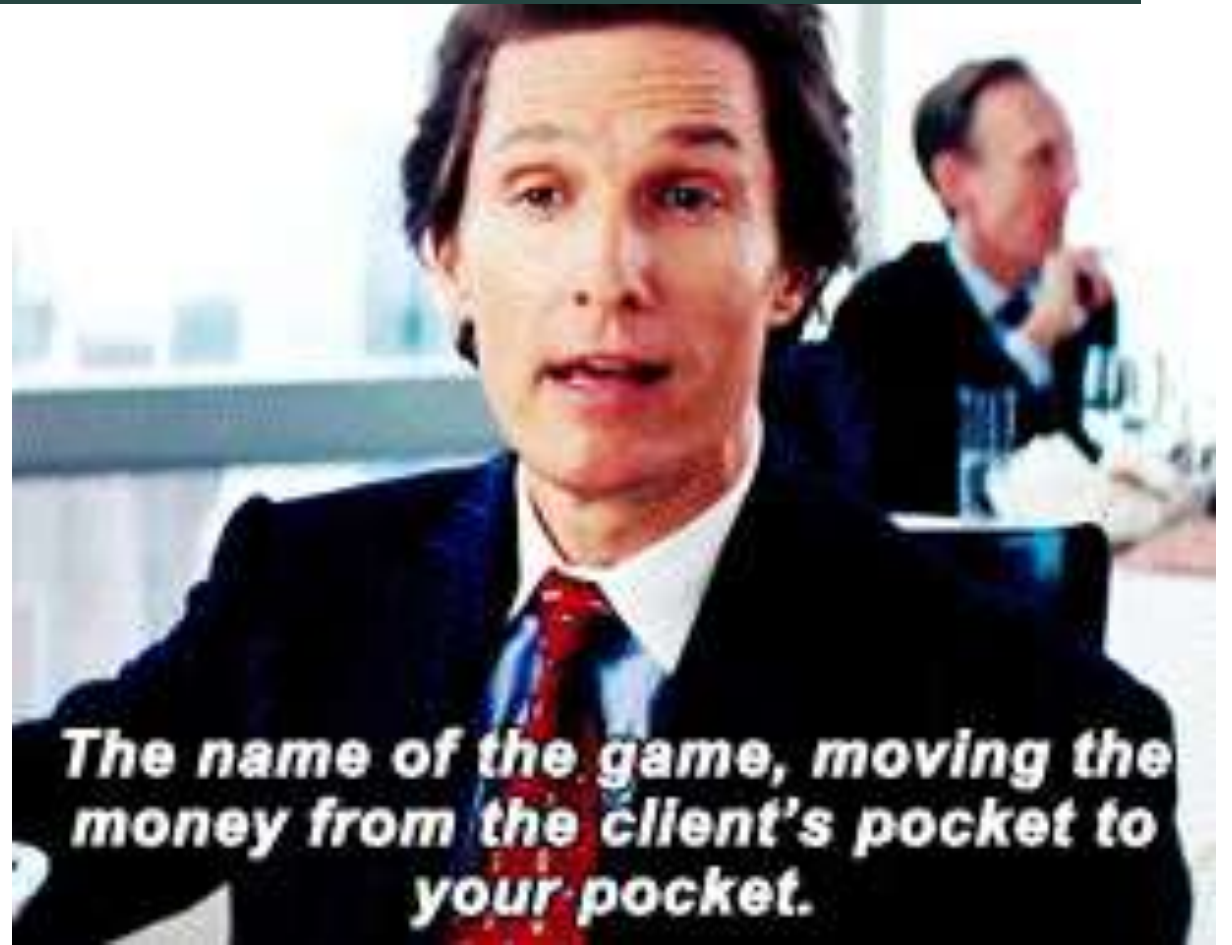
1/ LIES



What we HATE about SALES:

1/ LIES

2/ SELFISHNESS



**Differentiated
Value**



**The Key to
Selling That
Customers
Love**

Differentiated Value: A Definition

The unique value our offering provides to a customer's business.

Why pick us over the other alternatives?

Differentiated Value: the difference between a **Used Car Salesman** and a **Guide**





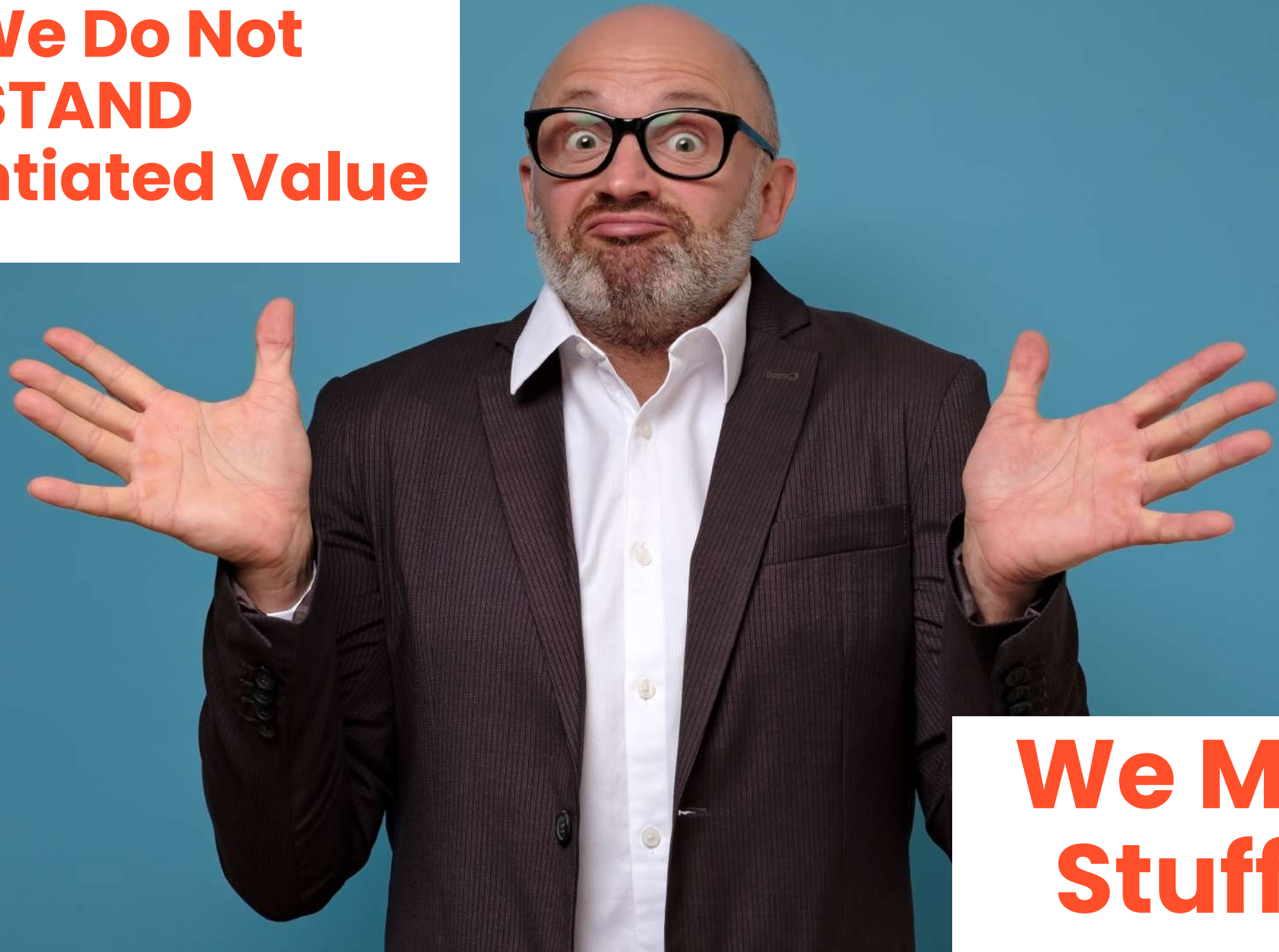
LIES

**When We Do Not
UNDERSTAND
Differentiated Value**



**We Start to Sound
Like Everyone Else**

**When We Do Not
UNDERSTAND
Differentiated Value**



**We Make
Stuff Up.**

The “Misrepresenting it” Example IBM vs. Oracle Databases

**Performance, Scalability, Security
Vs.**

**“A Database Platform for
Innovation.”**

The “Stretching it” Example Watcom SQL and “ANSI-Standard SQL”

“Fully compatible with enterprise databases”

Vs.

“Can be designed to be interoperable with enterprise databases.”

The “Not Getting to the Core of it” Example: LevelJump

“Fully integrated with Salesforce”

Vs.

**“Sales Onboarding that Drives
Results”**

Do You Understand Your Differentiated Value?

**COMPETITIVE
ALTERNATIVES**

1

**DISTINCT
ATTRIBUTES**

2

**DIFFERENTIATED
VALUE**

3

**BEST-FIT
CUSTOMERS**

4

**MARKET
CATEGORY**

5

**COMPETITIVE
ALTERNATIVES**

1

**DISTINCT
ATTRIBUTES**

2

**DIFFERENTIATED
VALUE**

3

**BEST-FIT
CUSTOMERS**

4


**MARKET
CATEGORY**

5

**Do You Understand
Your Differentiated
Value?**

SELFISHNESS

**Most founders are
so worried about
appearing "pushy"...**

A man with a mustache, wearing a bright red suit, white shirt, and patterned tie, stands next to a dark-colored car. He is looking towards the camera with a serious expression. The car's trunk is open, and a list of items is visible inside. The background is a dark, textured wall.

"Comfortably fits two turkey sandwiches, six hammers, 70 packs of gums, 20 rulers."

**...that we end up being not
being particularly helpful.**

Product Walkthrough Demos Are All About Us

- Nothing about the **alternative approaches**
- Not clear which features common to all solutions and which are **differentiating**
- Customer has to **translate** from features to value

How could we be more **helpful?**

We Aren't Thinking About the Customer's Point of View

Most buyers have **NEVER BOUGHT** software like yours before

Making a bad decision is **RISKY**

40% - 60% of B2B
Sales Purchase
Processes End in
“**No Decision**”

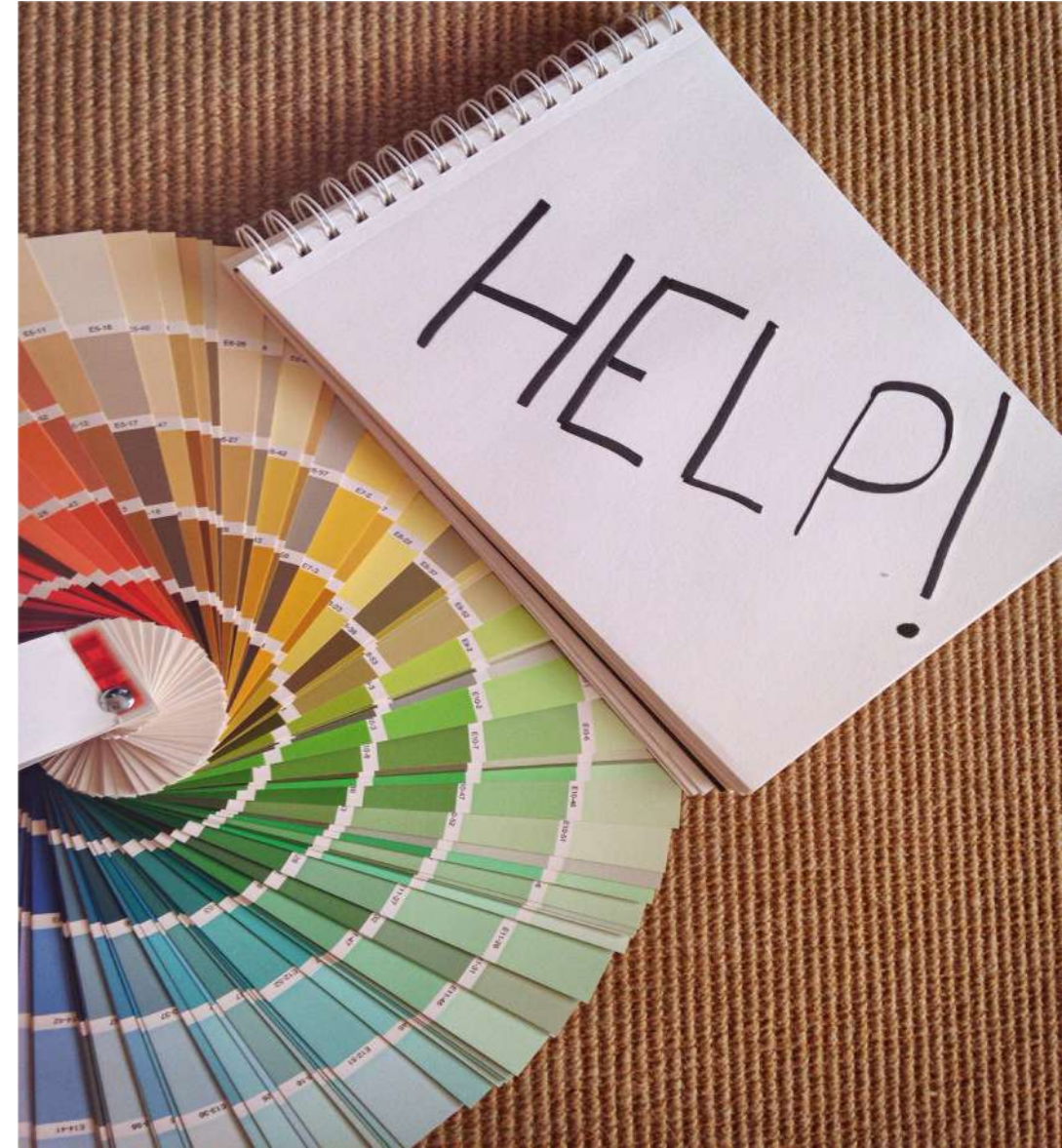
The Easiest and
Lowest Risk Decision
is to **Do Nothing**



Buyers **Want** Our Help

Question: What do you want in a sales meeting?

- **Perspectives on **the market****
- **Help me **navigate alternatives****



**Great sales isn't
about tricking
folks into buying**



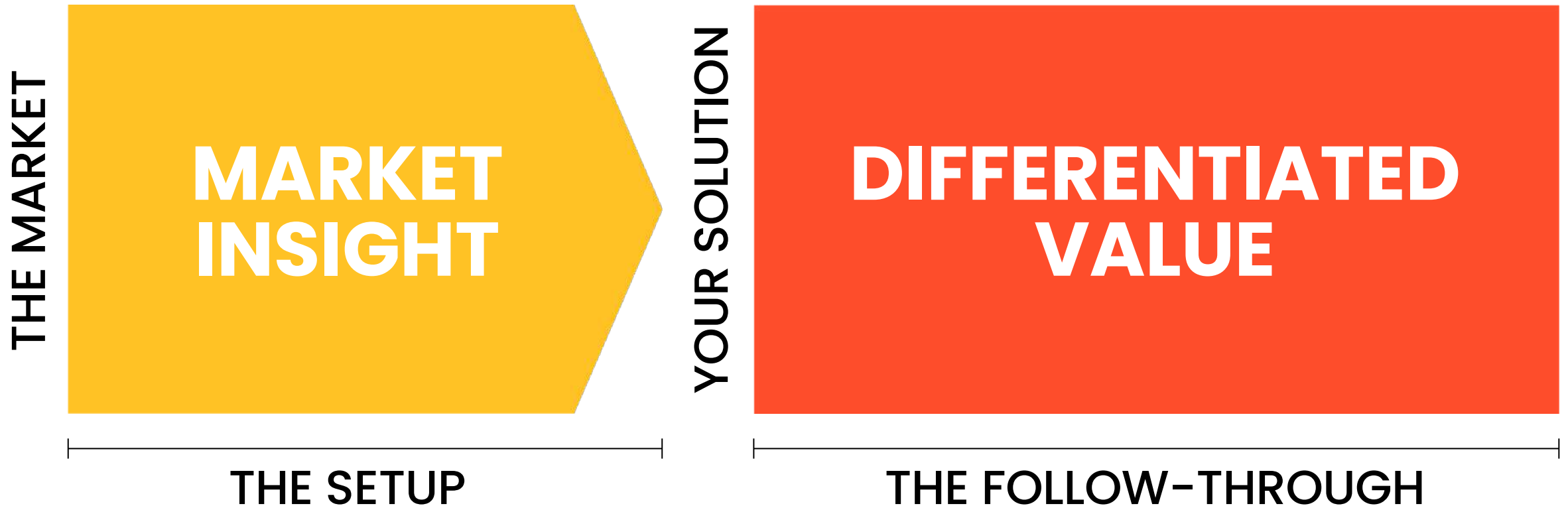
**It's about helping
buyers make CHOICES**

Communicating Differentiated Value

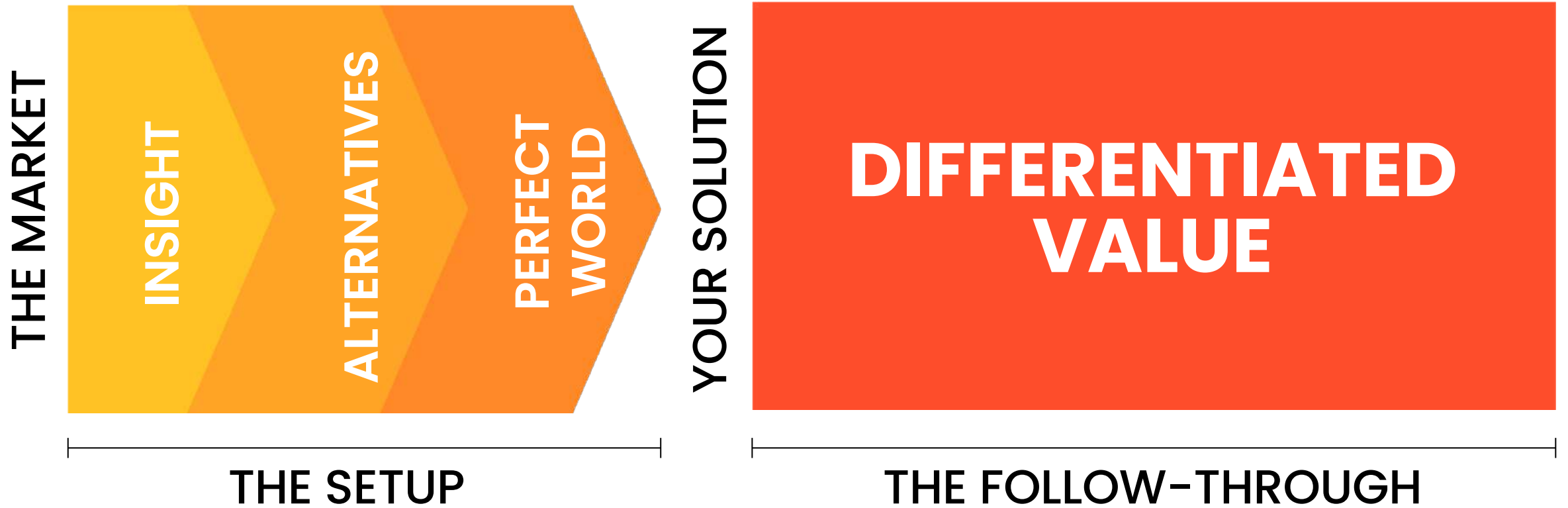
Our pitch should help buyers understand:

- **What is **important****
- **The **alternatives** and the trade-offs**
- **The **best choice** for their business
(even if it isn't you)**

Sales Pitch **Structure**



Sales Pitch Structure



Example: Help Scout

A better way to talk with your customers

Manage all your customer conversations in one powerful platform that feels just like your inbox.

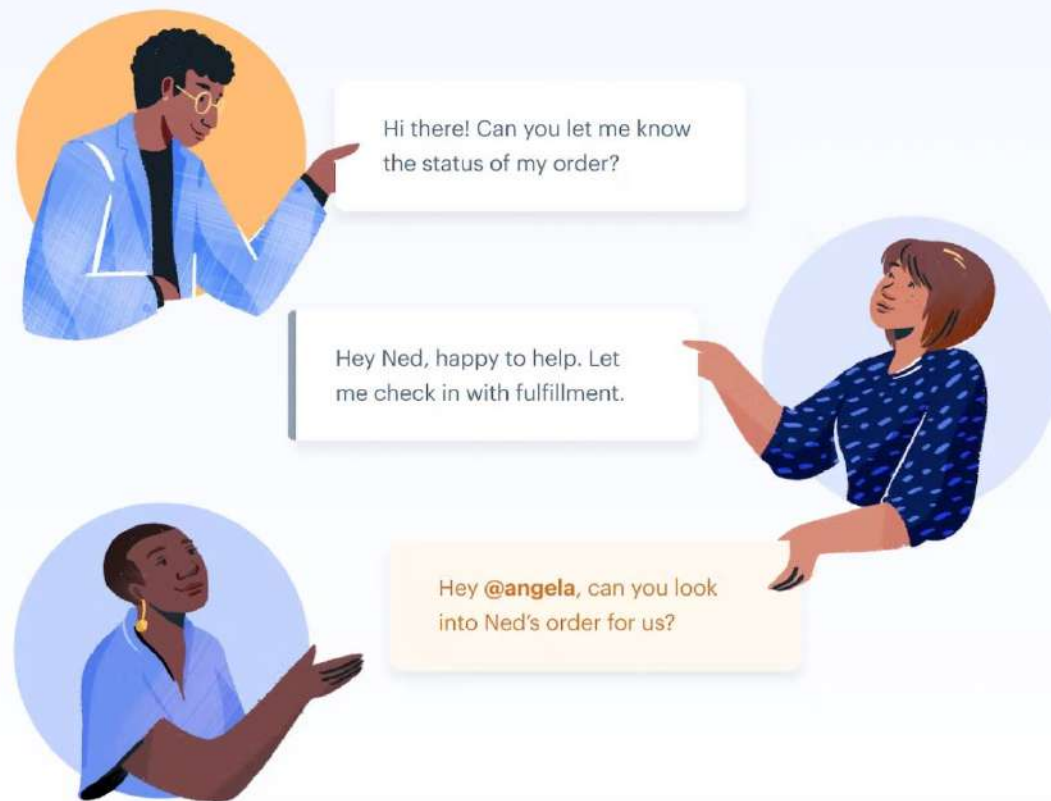
Try for free

Get a Demo



See the impact

[View customer stories >](#)



More than 12,000 businesses delight their customers with Help Scout.



Example: Help Scout – Product Walkthrough

Here's how you get started

Here's the shared inbox

Here's how this works across channels

**Here's how you do assignments,
prioritization**

Look at these workflows & integrations

**Blah, blah, blah, features, blah, blah,
blah blah, blah, blah, blah, blah**

Example: Help Scout – Sales Narrative

Insight

Online Businesses see Customer Service as a **Growth Driver** vs a **Cost Center**

Example: Help Scout – Sales Narrative

Insight

Online Businesses see Customer Service as a **Growth Driver** vs a **Cost Center**

Alt's

Approach	Pros	Cons
Shared Inbox	Easy	Limited Service Features
Traditional Help Desk	Full-featured	Complex Cost Reduction Focus

Example: Help Scout – Sales Narrative

Insight

Online Businesses see Customer Service as a **Growth Driver** vs a **Cost Center**

Alt's

Approach	Pros	Cons
Shared Inbox	Easy	Limited Service Features
Traditional Help Desk	Full-featured	Complex Cost Reduction Focus

Perfect World

- **Easy to use/adopt**
- **Advanced features we grow into**
- **Customer Experience – that drives growth**

Example: Help Scout – Sales Narrative

Value

Easy to use/adopt

- Start in minutes
- Shared inbox

Advanced Features that grow with you

- Workflow
- Integrations

Customer Experience

- No “tickets”
- Customers choose channel

LIES

SELFISHNESS



SELFISHNESS

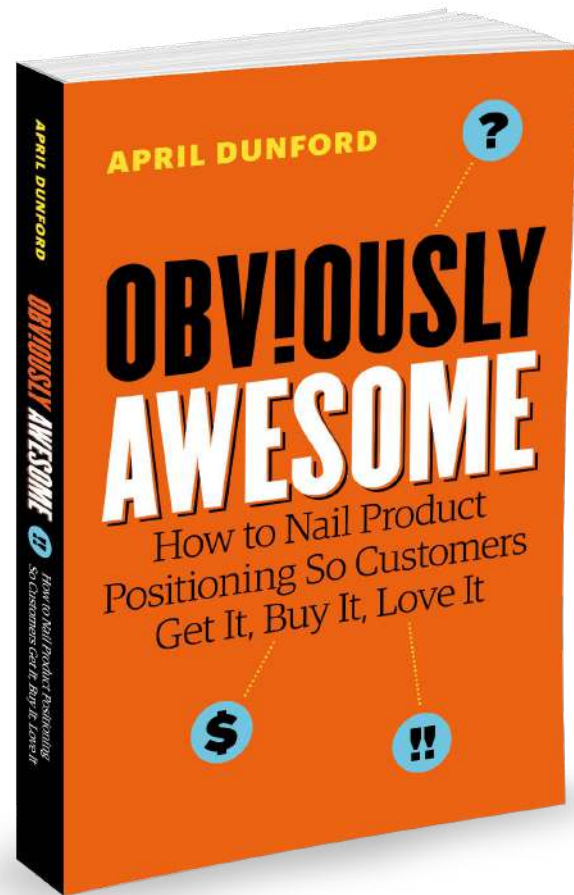
**CALM
CONFIDENCE**

Sales Principles for “Calm Confidence”

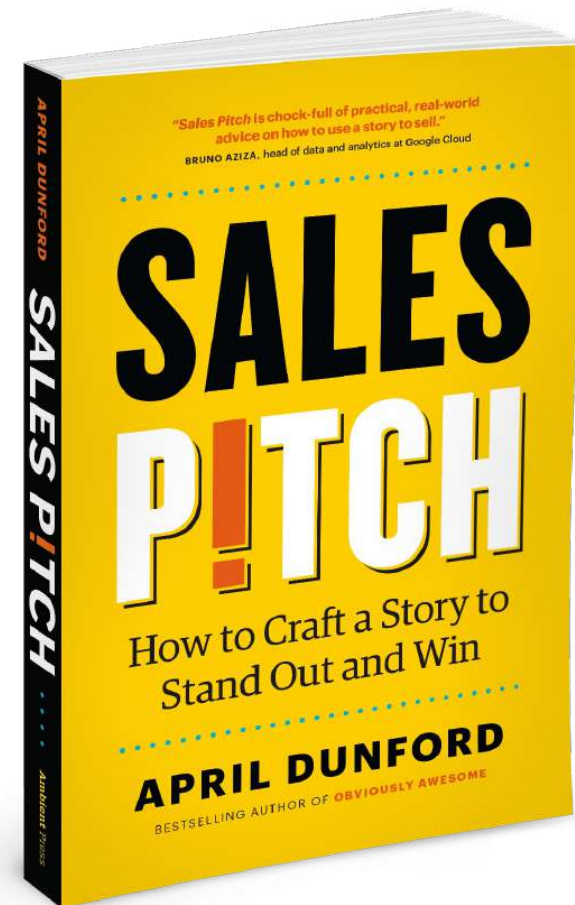
- Nail your **differentiated value**
- **Fight** for business where you are a fit
- **Actively refuse** to sell to bad-fit prospects
- Embrace your role as a **guide**
- Ensure your pitches are **helpful**

You Might Find These Helpful

Positioning



Sales Pitch



QUESTIONS?

april@aprildunford.com

[@aprildunford](https://www.instagram.com/aprildunford)

[aprildunford.com](https://www.aprildunford.com)

[Positioning.show](https://www.positioning.show)

APRIL DUNFORD®

