

# PROFITABLE PRINT RELATIONSHIPS

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## The Successful Print Sales Circle

### Worksheet 22: Create a product or service

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#### Step 1: Create your product or service

Review step 5 from last month's module. Pick one service or product to focus on for the moment. Take some time to write down some details about it, even if it is just a leaflet or a brochure. Remember, this is not a technical print spec. Do this from the customer's point of view. We will use the loyalty card as an example. Here are some of the things you might write:

- Business card size: easy to put into wallet
- Sturdy
- Pre-designed with 10 loyalty stamp spaces
- We design from just your company name or logo

Now you are beginning to talk your customer's language. You may wish to refer back to the interview to get some inspiration.

#### Write down the details of your product or service

Now it is time to give your product or service a name. This may be a simple descriptive name such as loyalty card. Or it may suggest more of a system such as "the sales elevator system".

#### Write down the name to your product or service

## Step 2: Frame your product or service

Now it's time to develop how you talk about your product or service into terms that will attract the customer. We are going to focus on target audience and pain and how you solve it.

Create three sentences that describe this:

- State the type of customer that specialise in
- Talk about the typical challenges that they face
- Tell the prospect (briefly) how you solve this problem

### Write down the following details

- The type of customer that you specialise in (you chose this last month):
  
- Name the typical challenges that they face (you found this out during the client interview last month)
  
- How do you solve this problem? (Name the product you described in step 1 this month)

Now put these three elements together in a single statement. Here are two examples:

*"I'm Matthew Parker, Champion of Print at Profitable Print Relationships. I work with printing companies just like yours. Typically, I find that my clients are struggling to focus on sales because of all the other pressures in their roles. I help them achieve profitable new business from monthly sales assignments in The Successful Print Sales Circle."*

*"We work with local retail stores in the local area. Often our clients have been frustrated that customers don't come back as often as they could. Our easy to create loyalty vouchers improve repeat business."*

### Write down a statement about your product or service

### **Step 3: Create data-driven proof**

Your product or service may sound good, but you also need to prove it will achieve results for your customers. There are three ways you can achieve this:

- With a results-focussed case study from a client. Can you use the testimonial you produced in month 8? Or can you create a new testimonial using the same system?
- With a results-focussed case study from you using the product or service. If you do not have a client who is already using this product or service, you may be able to produce a case study based on the results you achieved from using the product or service yourself. You can use the same methodology from month 8.
- Research/data that shows how this type of product service works. If you cannot use a specific case study, look for research studies that show that this type of product or service works. This is particularly powerful if you can find research which is for the same market sector or type of business as your ideal customers.

**Write down how you will create your data-driven proof**

### **Step 4: Create social proof**

Social proof is showing that other people like your ideal customer are using or trust your product and service. Here are three ways of showing social proof:

- Specific product or service testimonials. The best type of social proof is a testimonial from a customer who has used your specific product or service. This type of testimonial is more power if it focuses on the results they achieved from the product or service as opposed to how good you were as a company. If the testimonial focusses on the results it also becomes data-driven proof.
- General company testimonials. If this is a new product or service, you may not be able to create a testimonial specifically for it. In this case you may need to rely on general testimonials.
- Client numbers. Another way to generate social proof is to state how many other clients you have for a product or in a sector. For instance: “trusted by 37 retails businesses in the local area” or “contracted by the three of the country’s largest insurance providers”.

Remember, you can use all three of these if you are able to.

**Write down how you will create your social proof**

## Step 5: Produce samples

Many people like to hold something or to see it rather than have it described to them. So it is important to create samples of a product. Make sure you create it with a design that will appeal to your target audience. Take some pictures of the samples as well for your sales letter.

## Step 6: Share your success!

Now you have a product with a very powerful sales message. This is because you have framed it from the customer's point of view. You are nearly ready to create a sales letter. However, you still need to convince a prospect to buy from you and not an alternative supplier. So next month we are going to create a difference for your product or service.

For this month, your goal is as follows:

- Name and describe your product or service
- Frame your product or service with a three-point statement
- Create data driven proof
- Create social proof
- Produce samples

Fill in the table on the next page to make sure that you complete this task successfully. You may prefer to make a copy of it or create a spreadsheet. Remember, it is important to fill this in: this is your way to check that you are on track with this exercise and are taking action.

How did you find this exercise? Please share your results with us at [circle@ProfitablePrintRelationships.com](mailto:circle@ProfitablePrintRelationships.com) If you come across any challenges you will be able to raise them on the monthly group call. If you are a gold member you can ask any questions privately on your exclusive e-mail address.

<b>Name and description</b>	
<b>Statement created</b>	
<b>Data driven proof created</b>	
<b>Social proof created</b>	
<b>Samples produced</b>	