

Value Selling Framework Checklist

Created by the team at [Weflow](#) ❤️

Step:	Goal:	How To:
Believe what you're selling	Find the value in the product you're selling.	<p>Answer these questions for yourself:</p> <ul style="list-style-type: none">• What is the biggest benefit of using this product?• How does it compare to competitors?• What do I really enjoy about this product? Where do I think it could improve?• Who would find the most value from this product? Who might not find this product valuable?• What other areas of my life could this product improve?
Know your customer	Get to know prospects and customers to find what is valuable to them.	<p>Develop a customer persona:</p> <ul style="list-style-type: none">• <i>Who is my ideal customer?</i>• <i>What is this person struggling with?</i>• <i>How can this product help them solve those challenges?</i>• <i>Why is solving this problem important to them?</i>• <i>How is this problem creating additional challenges for them in other areas of their life?</i>• <i>What is the most important thing this person wants to accomplish?</i>• <i>What is most valuable to this person?</i> <p>Research your prospect:</p> <ul style="list-style-type: none">• <i>What unique challenges or opportunities is this person facing in their job or industry?</i>• <i>Who else would need to find value in my product in order to buy (i.e. who are the other decision-makers?)</i>• <i>What does the future of their industry look like?</i> <p>Ask questions:</p> <ul style="list-style-type: none">• <i>What is the biggest challenge you're dealing with?</i>• <i>How do you expect purchasing this product will help you improve or solve that challenge?</i>• <i>What outcome would need to happen for you to see the purchase as successful?</i>• <i>What solutions have you already tried? Why didn't they work?</i>• <i>What other solutions are you considering? What do you find appealing about those solutions?</i>
Don't sell — teach	Show prospects how your product works.	<p>Tools to utilize:</p> <ul style="list-style-type: none">• Product demonstrations• Webinars• Free trials

Prioritize thoughtful interactions	Connect with your prospect in meaningful ways.	<p>Thoughtful message template:</p> <p><i>Hi [Prospect Name],</i></p> <p><i>Hope you're doing well! I've attached our team's most recent ebook on [topic]. This should answer some of your questions on [concerns you've discussed] — there's a great infographic on [page number] that I think would be really insightful.</i></p> <p><i>Happy to schedule a call if you want to talk through any concerns. I'm available [date].</i></p> <p><i>Thanks!</i></p>
Stay human	Focus on your goal — helping your prospect improve their life.	Remain genuine, personable, and friendly through the entire interaction — even if the sale doesn't go your way.

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