

3 KEY STEPS TO UNLOCKING YOUR VALUE

How to formulate your value proposition

SEI New ways.
New answers.®

Your clients and prospects are looking for solutions that will directly or indirectly improve their financial lives. They want to know specifically how your products or services will contribute to their success – and why you’re uniquely qualified to deliver that value. Your value proposition should serve as the foundation for your business model and help you avoid trying to be all things to all people.

More than mere words or marketing jargon, the best value propositions are:

- › **Distinctive**—they distinguish the value you offer vs. the value your client can get elsewhere
- › **Measurable**—they deliver quantifiable outcomes and benefits and provide a reason for your prospect to take action now
- › **Defendable**—they provide evidence to support your claims and reduce your client’s risk
- › **Sustainable**—they stand the test of time and can be delivered consistently

It is vital to spend the necessary time and effort to craft a compelling value proposition, because it informs your firm’s service, sales and marketing efforts. Your value proposition explains your:

- › **Who** (your unique qualifications)
- › **What** (reason for existing)
- › **Why** (reason to be chosen over your competitors)
- › **How** (reason for charging what you charge and how you charge for your services)

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STEPS	CONSIDERATIONS
1. DEFINE YOUR CUSTOMER: Who is your customer/target market?	<ul style="list-style-type: none">› Who do you currently serve? (Be as specific as possible: pre-retirees aged 45-55; business owners; high-net-worth individuals and families; medical professionals)› Who would you like to serve—and how will your firm/ approach need to change to attract a different client?› Choose your clients the way they choose you. Who values what you do? Who do you enjoy serving?› How well do you know and understand your target market?› When you have lost a valued client, have you ever explored the reasons why? Did the client fit your “target?”› How does your target client want to communicate with you (formal, informal; consultation or conversation; in person or virtually)
2. DEFINE THEIR PROBLEM: What problem are you solving for your customer?	<ul style="list-style-type: none">› What keeps your clients/target market awake at night?)› What are the biggest challenges they face?› Have you ever lost a client because you misunderstood the problem they wanted you to solve?› What life-event triggers are you best able to anticipate?
3. DEFINE YOUR SOLUTION: What is your unique solution for the problem?	<ul style="list-style-type: none">› Think about what you do that is unlike any other provider, and how you can help clients reach their goals› What are you selling/what are your clients buying?› How does your solution solve customers’ problems or improve their situation?› How do you engage with both reason and emotion?› Why should a client do business with you and not your competitor?

The SEI Value Proposition Formula:

I/We specialize in [outcomes/results you deliver] for [identify your ideal prospects] that [need help with the pressing problem you address].

Contact an SEI representative for more information, insight and guidance about things you can do to maximize your resources and spend more time with clients.

Visit seic.com/advisors or call **888-734-2679**.

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