



No Smoke and Mirrors

Driving Explosive Growth

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Value Message

To engage with current and prospective new customers we need a strong value proposition.

Some questions to ask yourself include:

What is the role of the decision maker you work with? _____

What market do you serve? _____

What impact in the language of business will working with you have on your customers bottom line? _____

How does your company deliver that value? _____

We want this to be a short statement that makes the other person ask: *How do you do that?*

Value Proposition Template

We help (role) in the (market) (Impact- increase, reduce, eliminate) through our (How) process/

Example: *We serve CEOs and business owners in manufacturing companies who want to increase revenues, profits and shareholder value through our no smoke and mirrors process.*

An article you might enjoy is: [Increase Sales do a Value Proposition Audit.](#)

If you would like to discuss building rapport let's schedule a call. You can reach me at Mark@nosmokeandmirrors.com

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