

Why should anyone choose you as their adviser?

Tony Vidler | Strictly Business | 21 January 2013

Regardless of your business structure, specialty skills or employment situation, any professional adviser wanting clients has to be able to define and then articulate their value proposition. In plain English: why should anyone choose to work with you?

If you cannot answer that question clearly and quickly, you have a serious marketing problem. Frankly, if you can't answer that question in a meaningful way for a customer, then you probably don't deserve their business.

There are 3 essential questions to help define your value proposition:

1. What do you really do?
2. What are you genuinely passionate about?
3. How does what you do for others, together with what you're passionate about, combine to make a FANTASTIC difference that benefits a client?

What do you really do?

In terms of what you really do for other people (clients), you need to think in terms of the outcome – or what they perceive as valuable. For example, you may provide peace of mind, ensure financial survival of the family, help them achieve the life they want to live, and/or give them confidence and provide hope through great process and detailed attention.

What are you genuinely passionate about?

Many times advisers will describe themselves as being “passionate” about their business – but is it true? (I love what I do, but is it a passion? No...) When you explore it deeply, what you tend to find is that people are passionate about “feelings” that result from doing something well. It is those feelings, that real passion, that matters to potential clients. It matters to them for example if you truly care about being well thought of and respected, being known for doing things right, being known for doing the right thing, being seen as responsible and reliable, and being a creative or entrepreneurial problem solver.

How does this combine to make a FANTASTIC difference to a client?

Pulling this together results in a fairly simple formula: Me/MY SERVICE creates BENEFIT for TARGET MARKET

The following are some general directions that this line of thinking might take you in. You could be:

- Safe Hands – you do exactly what clients want, and can be trusted to perform and take their problems away;
- Relationship Driven – your technical competency is a given, it's about working with who they like most, and you being that person;
- The Game Changer – so good at understanding and managing clients situations that you bring different or innovative thinking that they and others have not worked out. You change their world.

Here's a real example from some outfit called Strictly Business: I get my customers more

customers.

Now I can talk about that for 20–30 seconds and articulate quickly some unique things that help my target market get what they want – but the succinct positioning statement gets attention and sits at the heart of the value proposition.

If you want to get more business, or more clients, you need to be able to succinctly describe what you do in a way that your clients benefit. That will then drive all your marketing and branding with far higher chances of you getting the types of clients you want, and who will value your uniqueness.

So – what do you say to your prospective clients, or referrers?

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