

Episode 41- How to Deliver Value

“Strive not to be a success, but rather to be of value.”

— Albert Einstein

Leaders, business owners, managers, and entrepreneurs are often striving for new ways to deliver value to those they serve. When your customer or client receives the value from your product service or offering, you will notice an increase in your profits and sales. You may even develop a consistent and loyal following. Think about the brands and products you invest in. Do you have an emotional or social connection to them or is it because of the function it offers?

The Merriam-Webster Dictionary Online:

“Simple Definition of *value*

- : to make a judgment about the amount of money that something is worth
- : to think that (someone or something) is important or useful”

How does one create and deliver value? Value is in the perception of the client or customer. It is up to you to determine and learn what your customer value. Some customers are on the lookout for price savings. Whereas others are looking to save time or decrease the amount of stress that they may be occurring in their life or business. Another group of individuals may value increased efficiency and performance through creativity and innovation. Customers and clients are always looking for why something is relevant to them. The common question is “What is in it for me?” **When they discover the value that it brings, the value you deliver goes up.** Delivering value is not a one-time event, you need to be consistent in your delivering of that value.

Inspire your customers or clients through your “why”. Share why you do what you do and why it's important to you.

Share your core values. When you share your core values, you are demonstrating how you and your company operate and make decisions. Core values help determine whether or not your client or customer is the right fit for your company.

Deliver on your promises. It is much better to under promise and over deliver than to overpromise and fall short on delivery. Adding that element of surprise or over delivery makes a statement and makes something memorable.

Be consistent in your delivery and your messaging. Share testimonials in your marketing. You make decisions easier for your clients when they've heard what others have said about their experience of working with you and the benefits they have received. Consistency also demonstrates credibility. As people get to know you, they're developing that know like and trust factor.

Save your client or customer time, money, or decrease their stress level. People are willing to pay sometimes more money than what others offer because it gives them peace of mind, increases efficiency, and increases performance.

Allow people to experience the benefits. People tend to see themselves in the testimonials and endorsements found in your marketing materials. If you offered a solution to one person, you may be providing the same solution to the person that is focused on in the marketing. This creates a very powerful experience as it drives an emotional connection to you.

Deliver to your client's true need. Collaborate with others to discover your customers/clients' needs, wants, and true need. Your client may describe a need or want but it's important to really dig deeper into why they need it or why they want. When you are able to help your client to achieve their true need, they will champion you.

Ways You Can WOW Your Customer/Clients by Delivering High-Value Content

- **Articles**-Share tips and strategies to help your client with the challenge or to improve. You can share them on LinkedIn, selfgrowth.com, other article directories, or your website.
- **Newsletters**-Use your newsletter to communicate upcoming events and educate them on a specific topic.
- **Video**-Create videos that motivate, inspire, or educate your clients or customers.
- **Facebook Live** - Share behind the scenes work or introduce members of your team and what they do.
- **Infographics**-Infographics are great for those who are visual. They provide quick snippets of information along with the visual icon or picture which people can relate to.
- **Books** – Send your customer a book you have read that may be a solution to a challenge they may be facing.
- **Testimonials/Endorsements**- Use testimonials/endorsements in your marketing materials or visuals online. Word of mouth is one of the most powerful methods of marketing.
- **Visuals**- Use visuals. People like and retweet an average of 35% more when a tweet or post has a visual.
- **Social Media** – Demonstrate and share the value and benefits that your product or service provides. Be the solution.

Ensure you are focusing on your customer or client and **NOT** how much money they are making you. It is so important to trust the process and detach from the outcome. If you attach to the outcome your decisions with being based on fear and it may come across as an entitlement instead of delivering value and coming from a place of service.

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