

**Pain – paint a graphic picture of the pain your customers are suffering**

*Most business owners end up working too hard for too little reward. The early excitement disappears. Working days are long and stressful. There's never enough time for the important things in life. Their families and health suffer – sometimes irreversibly. And they feel that there must be a better way... but they can't find it.*

**Credibility – explain why they should listen to you**

*Of course, there are no quick fixes or one size all fits all solutions. And any consultant who tells you otherwise probably doesn't live in the real world. The good news, though, is that we are NOT consultants. We are accountants. And as accountants we have worked with thousands of businesses. We've seen tens of thousands of examples of the things that do and don't work. And, of course, we've used our unique skills with numbers to make sense of everything we've seen.*

**Solution – explain how you can help**

*Working with over 500 of the UK's leading business thinkers and achievers – people just like you and me - we have developed a proven, structured and highly flexible business change programme – called the Business Edge programme. Its not rocket science. And it doesn't contain any glib answers. But it does contain some of the most powerful questions you can ever ask yourself. Questions that will help you to discover new ways to get your business and life back under control. In other words, questions that will help you to find that “better way” you've always wanted.*

**Gain – explain the benefits they will get**

*The programme gives you all the practical tools you need to develop, improve and (if you want) grow your business in a way that lets you to work as much – or as little - as you want. As a result you will have all the time and money you need for the other important things in your life – like family, hobbies and health.*

**Impact – illustrate the difference those benefits will make to their lives**

*Business owners who have been through the programme tell us that they are now much calmer and more relaxed. Their blood pressure has dropped. They no longer lose sleep worrying about their businesses. They smile more. And they are closer to the people they love than ever before.*

**Emotion – describe how all of this will make them feel**

*They also tell us that they feel like they have been set free from a business that they used to feel trapped by. They now feel in control. They are excited about where their businesses and lives are going. And the people they love and care about are excited too.*

**Prove – provide evidence that supports your claims**

*In fact, one of them put it this way: “I feel like a huge weight has been lifted from my shoulder. It's fantastic”. And another said he now works 20 hours a week less and earns £90,000 a year more.*

**Money – make the cost look small**

*Management Consultants would charge tens of thousands to help in this way. But because we're not management consultants, we don't! In fact your investment is just £3000. And we can even arrange finance so that you only have to find £250 a month.*

**Risk – remove any remaining doubts they may have by removing the risk**

*And even that £250 comes with a cast iron guarantee. In other words, if you are not completely delighted with the Business Edge programme I will refund your money from my personal account, with no questions and no hassle. So you simply can't lose, can you?*

**Close – reiterate the key points and ask for the business**

*The Business Edge programme will help you to work less, earn more money, get closer to your family, live longer and feel fantastic – and all with no risk, since if you aren't absolutely delighted you'll get very penny of your very small investment back. So do you want to give it a try?*

**Pain – paint a graphic picture of the pain your customers are suffering**

**Credibility – explain why they should listen to you**

**Solution – explain how you can help**

**Gain – explain the benefits they will get**

**Impact – illustrate the difference those benefits will make to their lives**

**Emotion – describe how all of this will make them feel**

**Prove – provide evidence that support your claims**

**Money – make the cost look small**

**Risk – remove any remaining doubts they may have by removing the risk**

**Close – reiterate the key points and ask for the business**

**Disclaimer:**

The information in this document is of a general nature and is not a substitute for professional advice. You are recommended to obtain specific professional advice before you take any action. © Copyright 2001 Added Value Solutions. All Rights Reserved.