

# Business Success **Solution**

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**BSS**

## 5 Reasons Your Clients Choose YOU Over the Competition

**Biggest Problem.** Why did they call? Identify the 3 biggest challenges which motivate your ideal client to call you. Be specific.

1.

2.

3.

**Ideal Solution.** What's the solution they're seeking?

1.

2.

3.

**Quicker.** How your service is quicker or more efficient than the alternatives.

**Qualified.** How are you uniquely qualified?

**Different.** How are you different from others?

**Save.** How do you help your clients save them time, money, or energy or make them money?

Save time:

Save money:

Save energy:

Make money:

**Opportunity Cost.** Now take it one step further. What would it have “cost” the client if they did NOT use your services? This information is golden! It’s where the value lies in your offer.

**Experience.** Describe how you deliver a better experience.

