



## Phrases Decision Makers Like

Decision makers don't care about your product's speed, specifications, or efficiency. They don't care about the wonderful methodology you use.

Your offering is simply a tool. They care only about the results your offering delivers for them.

One of the biggest reasons businesses struggle in today's market is because they have weak value propositions. A strong value proposition is specific, often citing numbers or percentages. It may include a quick synopsis of your work with similar customers as a proof source and demonstration of your capability.

Buyers are particularly attracted to phrases that are linked to their business goals and objectives. Start speaking in these terms and incorporating them into your value proposition and you'll definitely attract their attention:

- Increased revenues or profitability
- Faster time to market
- Decreased costs
- Improved operational efficiency
- Revitalizing the organization
- Enhancing customer loyalty
- Increased market share
- Decreased employee turnover
- Improved customer retention levels
- Increased competitive differentiation
- Faster response time
- Decreased operational expenses
- Increased sales per customer
- Improved asset utilization
- Faster collections
- Reduced cost of goods sold
- Minimized risk
- Additional revenue streams
- Improved time-to-profitability
- Increased billable hours
- Reduced cycle time
- Increased inventory turns
- Faster sales cycles
- Reduced direct labor costs