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LAYING THE FOUNDATION

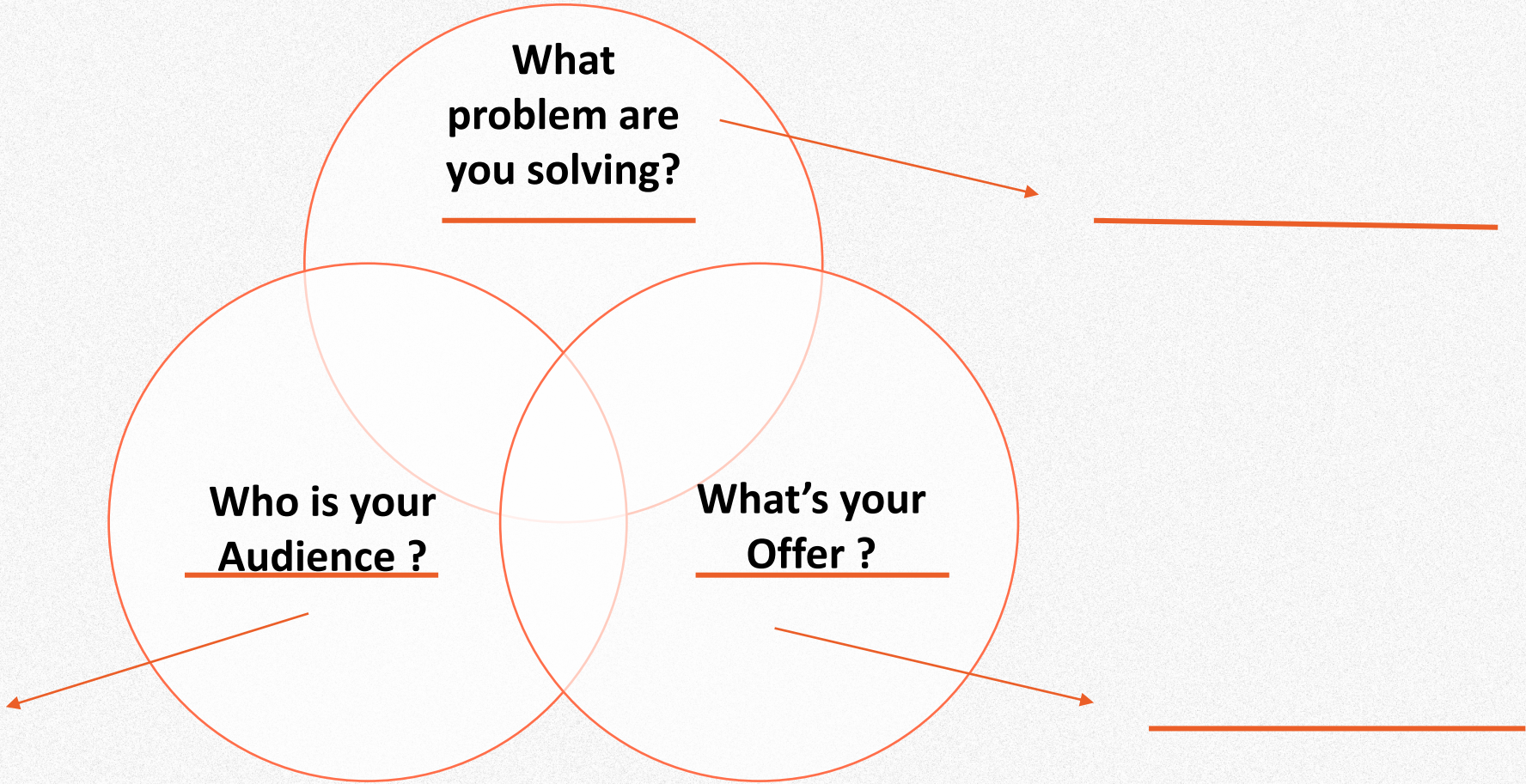
PACKAGE UP YOUR IT SERVICE OR PRODUCT OFFERING



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THE IT SERVICE OR PRODUCT OFFER

Please Fill
Out And
Post it on
TRIBE

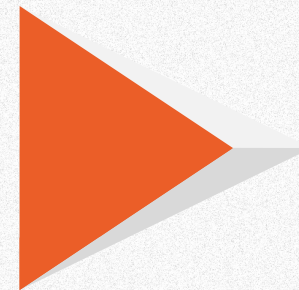




WHO IS YOUR STAKEHOLDER/DECISION MAKER FOR YOUR IT SERVICES OR PRODUCT? LIST THEM.

NOW:

- Which would you prefer to serve? (Which one brings you most joy?)
- Which are the most profitable? (Highlight those that would pay the most.)
- Given what you currently offer, who would benefit the most? (Consider seriously who you could get results for the fastest.)
- Circle those with the highest ratings.



MY BEST DECISION

MAKER IS:

✦ ✦ ✦ ✦ ✦

TARGET MARKET/NICHE

**INDUSTRY
NICHE**
e.g. Manufacturing

➤

➤

➤

**INDUSTRY
SUB - NICHE**
E.g. Breweries

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**TARGET
ROLE**
e.g. /Founder/CEO/CFO/CIO/Manager

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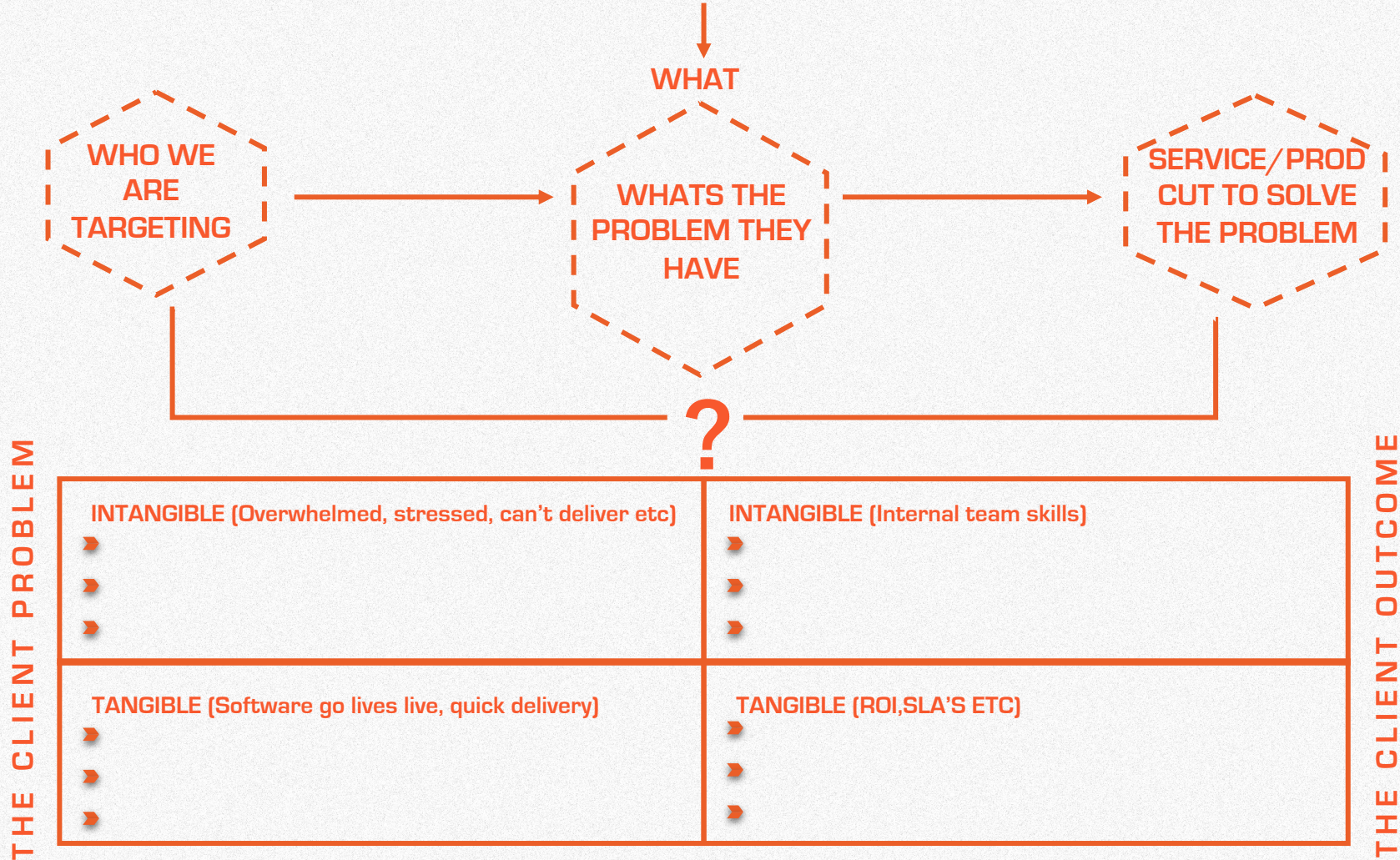
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Please fill out who you wanting to target ? Let's start off with the Top 3, the less the better, we can always increase scope later.

YOUR IT SERVICES/PRODUCT OFFERING

YOUR SERVICE/PRODUCT OFFERING

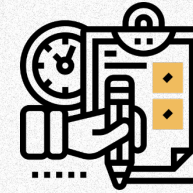


WHAT ARE THE CLIENT OUTCOMES ?

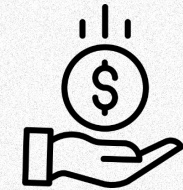
People Buy from people and they don't buy products; they buy outcomes



A outcome is...
Desired by the client



A benefit is...
What something solves



OUTCOMES



BENEFITS





The 4 's

- (WHO IS YOUR STAKEHOLDER)
- (WHO IS YOUR TARGET MARKET)
- (WHAT'S YOUR YOUR IT SERVICE OR PRODUCT OFFERING)
- (WHAT ARE YOUR CLIENT OUTCOMES ARE ?)
- (Use the Above information to fill out the next slide)**





YOUR IT SERVICES/PRODUCT PITCH (YSP)

I help *(Target Market)* **using the**
(IT Services or Product offering).

It's a whole new way for *(Target Market)* **to**
achieve *(Outcomes/Benefits)* **by overcoming**
common challenges such as *(The client problems*
and the client outcomes)
that often stop them from achieving
(Common Tangible Results They Want).

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YOUR HOMEWORK

- ❑ **COMPLETE ALL SLIDES IN WORKBOOK**
- ❑ **YOUR IT SERVICES/PRODUCT PITCH (YSP) PLEASE POST ON TRIBE (CIRCLE) ONCE COMPLETED**

