

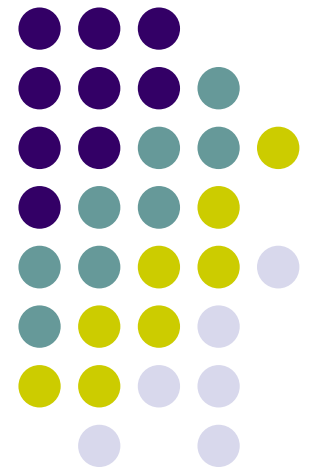
*MEB's 123s*

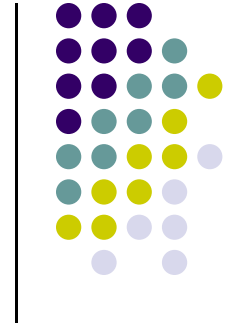
# Top 10 Tips for Talking About Value

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BatesInfo.com

May 18, 2012





# WHAT DO YOUR CLIENTS VALUE MOST ABOUT YOU?

# Ask them!

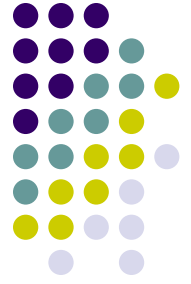


Have a conversation:

"What do you do when you can't find information on Google?"

"Tell me about a situation when you couldn't find an answer"

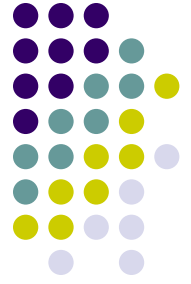
# Ask them!



**"When you need to make an important decision, what info do you use? What are you missing?"**

**"How can I help you accomplish your professional goals?"**

# During your project interview



"How could I make this more useful for you?"

Listen for opportunities to upsell

Industry overview → industry analysis

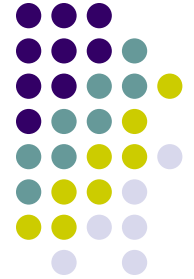
→ live briefing of execs

# During your project interview



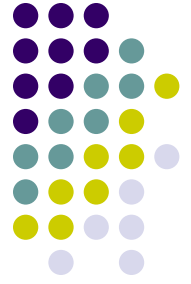
**Do I understand the context & purpose of this project?**

**Do I know when to stop? What is 'good enough?' Will I hit TLDR?**



**BUT WHAT ABOUT ALL THE  
*OTHER* TIMES I TALK ABOUT  
MYSELF?**

# Dull-thud messages



We save you time/money

...to do what???

We have authoritative sources

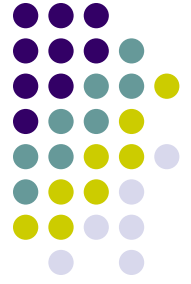
Well, that's a given, isn't it?

We provide information research

Blah, blah, blah



# Emulate the pros

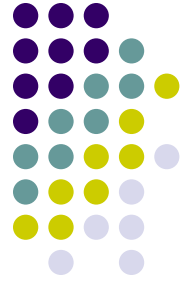


See how info companies describe  
their value

Benefit from their investment!

[Thanks to Jan Sykes at  
4info-management.com]

# Emulate the pros



Dialog helps organizations across the globe seek competitive advantage.

LexisNexis enables you to attract more, higher quality clients.

Elsevier helps customers advance science and health by providing world-class information.

# Promote, don't defend!



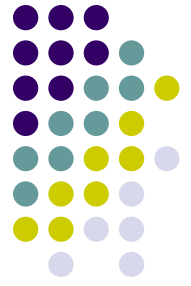
"The web doesn't have everything"

"The web isn't reliable"

"We give you insight, not just a search result."

Benefits, not features

# If they don't hear you, change your message



Our job to sell, not the client's job  
to buy.

Talk about results, not activity.

Are you selling **what you have** or  
**what your clients need?**

# When you describe yourself



Is it a **WHY?**

or a **WHAT** or **HOW?**

"We search premium databases" or

"We provide insights from the  
outside"

# HOW or WHY?



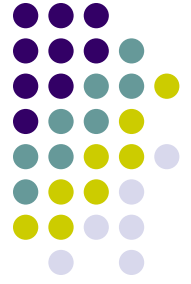
"We provide research services" or

"We help execs make better decisions"

"We are experts in finding and organizing info" or

"We make critical info findable"

# Lose the info-pro lingo!



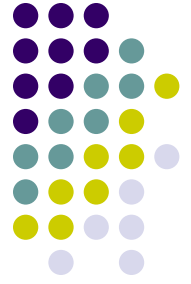
Reference interview

Client needs assessment

Online searching

In-depth research for content  
Google can't find

# Lose the info-pro lingo!



**Search results**

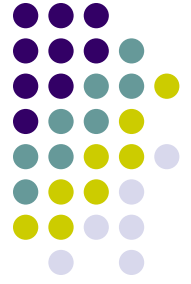
**Information analysis**

**Customized research services**

**Decision-oriented analysis**



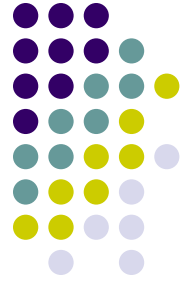
# Tell stories



You know what it's like to walk into a key donor's office and get blindsided by something?

Well, I can brief you the morning of the appointment so you know the latest on your donor.

# Tell stories



Do you ever wonder if you really understand a competitor?

Well, I bring insights from the outside so you know more about that competitor than it does.

# Tell stories



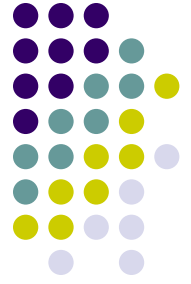
**Our compliance officer needed to know whether a govt agency would change its regs.**

**As a result of our research, we modified our practices and were recognized for being proactive.**



# TAG LINES: BUMPER STICKERS OF THE ONLINE WORLD?

# Tag lines



**Tyvek: "Protect What's Inside"**

**BASF: "We don't make the products  
you use. We make them better."**

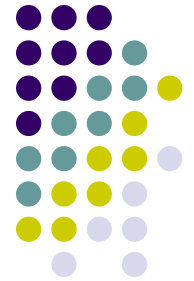
**You: "We don't make the strategic  
decisions. We make them better."**

# Tag lines



**Enabling better decisions since 1991  
Because answers aren't always online  
(Risa Sacks, RisaSacks.com)**

**Decisions - Informed  
(Cindy Shamel, shamelinfo.com)**



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[Batesinfo.com/meb123](https://Batesinfo.com/meb123)

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