

5 T H A N N U A L  
*Financial Advisor*  
**RETIREMENT SYMPOSIUM**

***Clarifying the Value  
You Deliver!***

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# Why should I Buy from You?



Does it capture  
a prospect's  
attention?



Does it clarify the  
value prospects  
will receive from  
you?



Does it position  
you distinctly from all  
others?





1. The financially successful look for a promise of outcome when deciding to do business with you.



2. A features or attributes orientation...does not connect with the mind or emotions of the prospect or client.



# Many say we have:

- Good Service
- Years of Experience





- Great platform
- Proven process for retirement planning
- Conservative approach to investing.



But who, how or what  
is not the answer to  
why!



3. The financially  
successful decide from  
their point of view, so to  
clarify your value  
communicate from their  
perspective.



- What am I able to accomplish with you?  
(Think what they can do through you.)



- How can I benefit from moving my business to you?  
(Think of the outcome they deserve.)





- Instead of a features or attributes oriented answer...

people want one that articulates a high level of outcome to them.





When you absolutely  
positively need it there  
overnight!



Delivered in 30 minutes or  
it's free!



Expect more.  
Pay less.



# CFP

Organize all your assets  
in a tax efficient way.





# Retirement Specialist

Helping you achieve the  
retirement you deserve.



People want an  
outcome, not a selling  
proposition.



# WHY?



They know the  
difference between a  
promise of outcome...  
and a selling proposition!



- Marketing and selling features, attributes and generic benefits invites competitive comparisons.





- A promise of outcome motivates individuals...  
because of the  
perception of value  
to them.



How can you determine  
your value promise to  
clarify value?



Why do you do  
business with me?



Why is THAT  
important to you?



Read my new book,  
*The Power of Why,  
Breaking Out in a Competitive  
Marketplace*, which



is gifting to you.





“What do you do?”



“Why should I buy  
from you?”



“What my clients say  
I do for them is...”



# For Additional Resources Visit:

[www.weylmancenter.com](http://www.weylmancenter.com)

