



# Selling the Value of Verification Services



# Housekeeping

- Emergency exits
- Restrooms
- Cellphones



# Who's Here?

1. Raters
2. Builders
3. Utility representatives
4. Certification program representatives
5. Other

# Learning Outcomes

1. Identify client values
2. Describe verification service benefits
3. Create custom value propositions

Bonus: Practice





## Selling the Value

### Client Values


### Benefits


# Activity #1: Client Profiles and Values

Directions:

Part 1

1. As a group, brainstorm client profiles
2. Vote for your top profiles

# Activity #1: Client Profiles and Values

Directions:

Part 2

1. As a group, assign values to the profiles
2. Document in your handout



# Third-Party Verification Features

- Consulting
- On-site education
- Verification and data collection
- A more comfortable home
- Performance testing



# Activity #2: Verification Service Benefits

## Directions:

1. Break into groups of two or more
2. Document verification benefits to builders

# Value Proposition Defined

**This statement should convince a potential consumer that one particular product or service will add more value than other similar offerings.**

# Activity #3: Value Propositions

Part 1:

Directions:

1. Create your own custom value proposition for one client profile

# Activity #3: Value Propositions

## Part 2:

1. In small groups, create an ideal value proposition
2. Share with the overall group
3. (Optional) Refine with group input

# Next Steps

- Apply your new value propositions in the field
- Goal for the next 24 hours
- Goal for the next week

The image shows a worksheet titled "Selling the Value" tilted at an angle. It features two main sections: "Client Values" and "Benefits". Each section has a header bar and several horizontal lines for writing. The "Client Values" section is at the top, and the "Benefits" section is below it. The worksheet is white with a light green header bar for each section.

# Bonus Round

Find a partner in the room and practice

1. Choose a builder profile
2. Role play using a value proposition that will resonate

The image shows a worksheet titled "Selling the Value" tilted at an angle. It features two main sections: "Client Values" and "Benefits". Each section has a header bar and several horizontal lines for writing. The "Client Values" section is at the top, and the "Benefits" section is below it. The worksheet is set against a white background with a soft shadow.

# Thank You

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