SONITROL®
VERIFIED ELECTRONIC SECURITY

WORKSHEET / CREATING TARGETED VALUE STATEMENTS

Your statement needs to be as short as reasonable (12 – 15 words). You'll have only a few seconds to get your prospect's permission to pursue the conversation.

Refer to the template below to build your own value statements and keep it handy until you have become totally comfortable using them. Be sure to have different positioning statements for different people.

The second page provides space to create multiple value statements both for live conversations and for voicemails.

"I help/work with _____ who are _____
(title of person) (emotion in person)

about/with _____."
(problem or issue)

"Some examples of how we have helped clients are:"

1. _____

2. _____

3. _____

"Do any of these things resonate with you?"

OPENING VALUE STATEMENTS I WILL USE

OVER THE PHONE / IN PERSON

1
2
3

SOCIAL PROOF / "EXAMPLES OF WHAT WE HAVE DONE FOR CLIENTS INCLUDE..."

1
2
3

ON VOICEMAIL / SHORT AS POSSIBLE (GOAL: Get them to call you back or answer when you call next.)

1
2
3