THE PRODUCT



WHAT'S UNIQUE



THE PROOF



THE TEAM



WHY YOU?





PRODUCT

What is the **offer** in 3-5 sentences maximum?

What's the **value** you can deliver?



PRODUCT

Focus on
2-3 big parts of
you offer



UNIQUE

What's **special** and **new** about your proposition?

Location, **partnerships**, people, **complete** solution?

(Any competitors to mention?)



UNIQUE

The phrase to **avoid**:

“We Do Everything”

Customers like **specific** things, not general



UNIQUE

"We do many things, but the **one thing customers love best…"**

Don't be afraid to sell **other company's** services as part of **your benefit**



PROOF

Who's already **buying**?

Recognisable brands?

Numbers of users/ customers? **Growth?**



PROOF

Customer Stories are Powerful!

What do customers **love** about your offer?

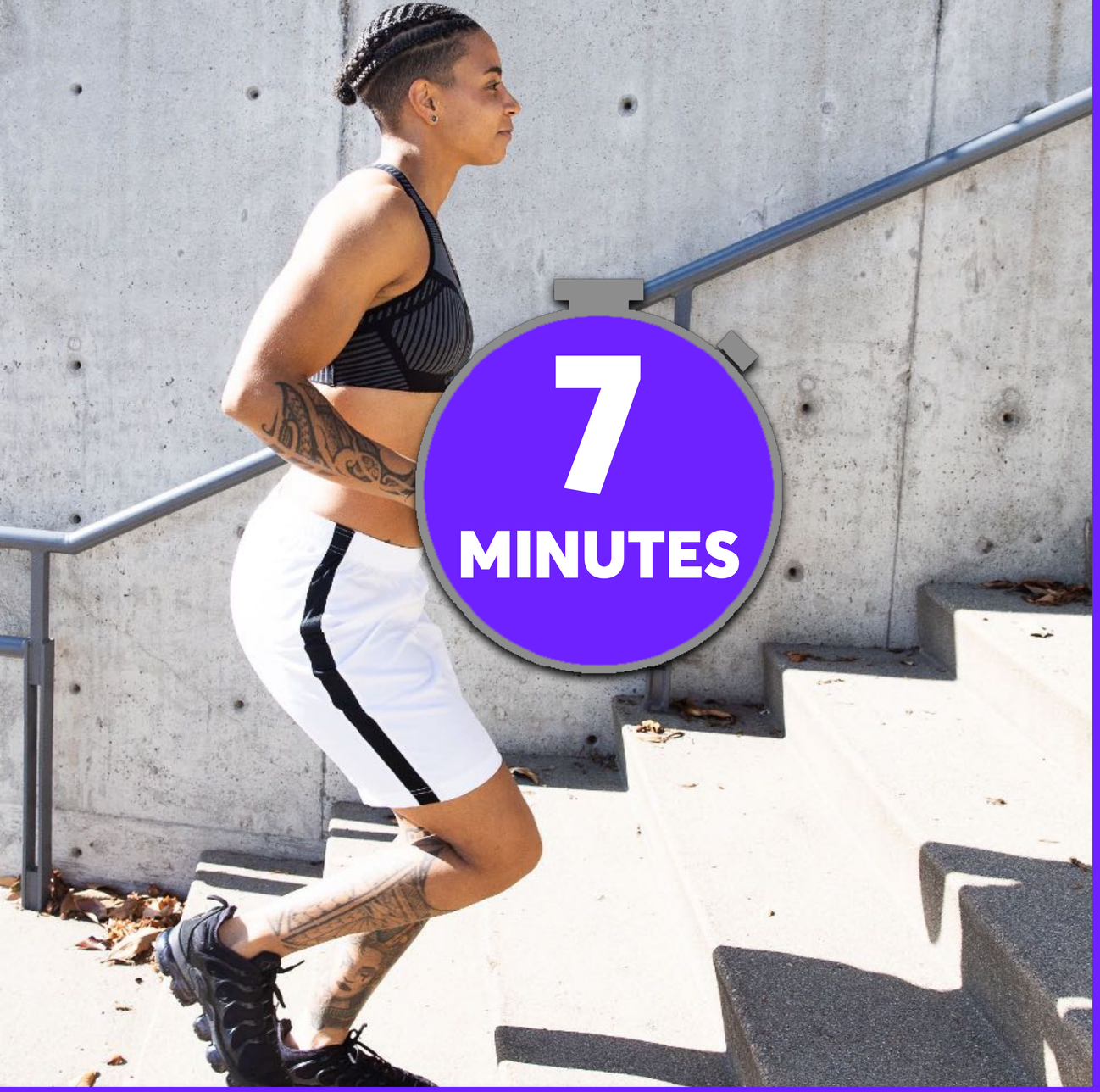
Why do they **come back?**



PROOF

The **Voice** of the **Customer** is very **Powerful**

Don't be too **humble!**



ACTION STEP

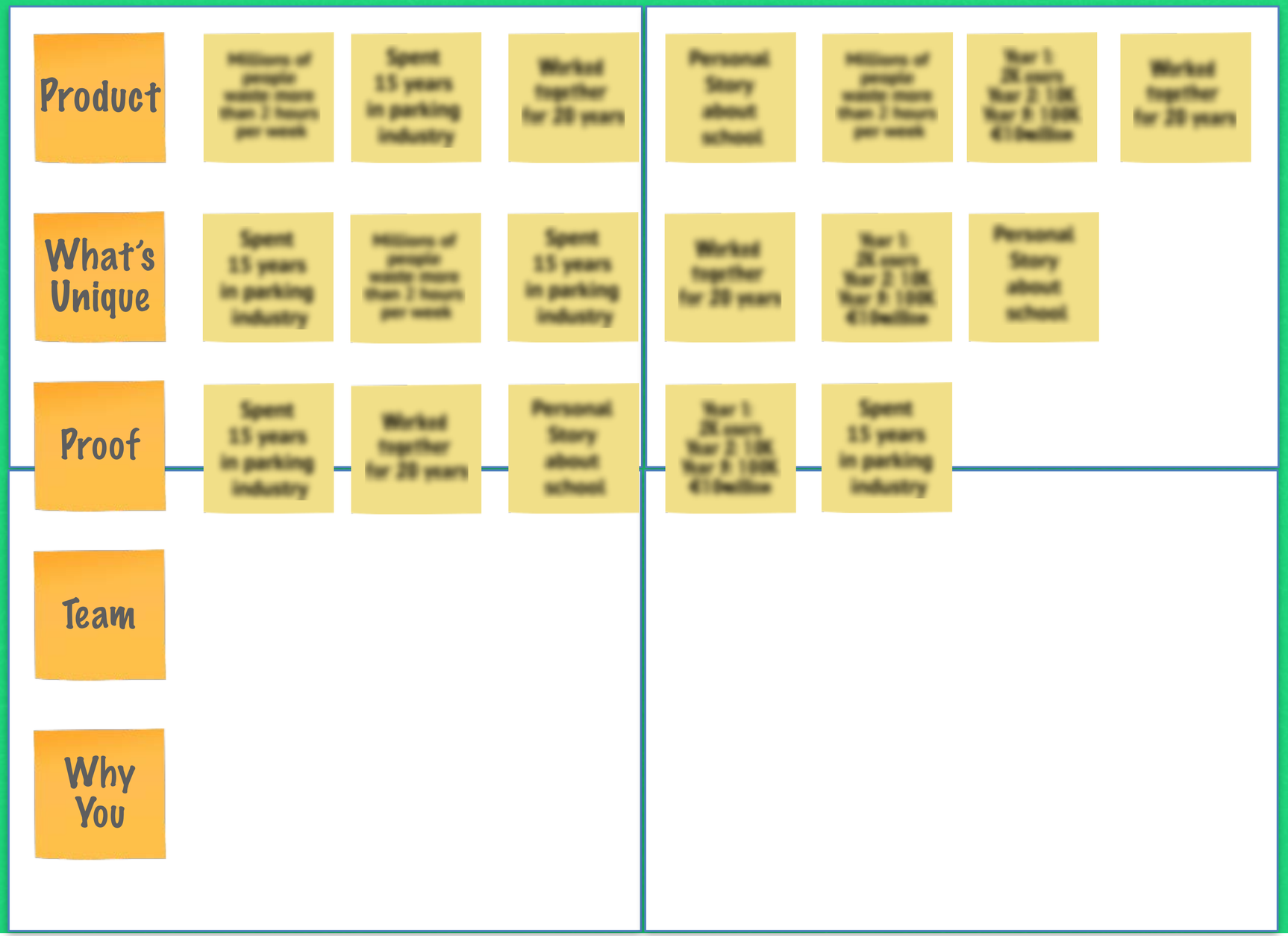
Brainstorm: write down at least **3 points** for each of the following;

Product
What's Unique
Proof

Especially focus on: is there a **simple customer story** that works?

Don't think too much:
just write

best3minutes.com/visitestonia


Product
What's Unique
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Team
Why You



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TEAM

Who is behind the offer?

Complimentary **Skills**?
Years of Experience?

Character?

Who will make **them** successful?

ONE LAST THING...





WHY YOU?

What's your **personal motivation** to offer this proposition?



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!