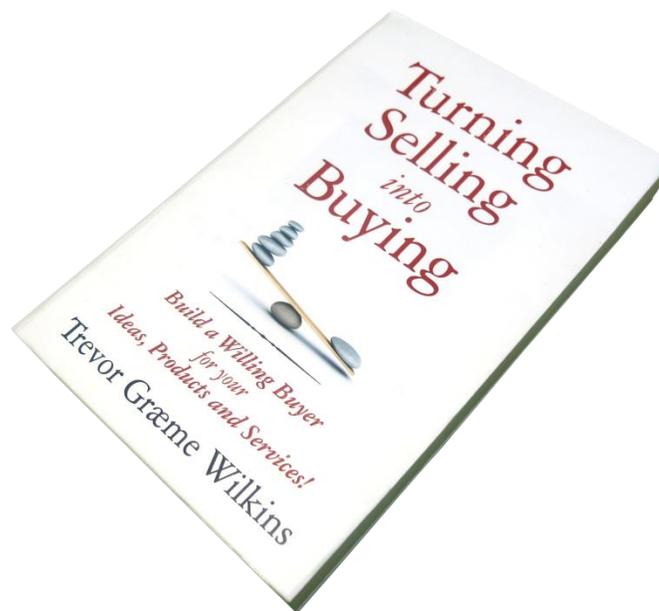


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# TURNING SELLING INTO BUYING<sup>®</sup> WORKSHEET



## 'My Offering'

Downloadable from <http://goo.gl/i0oaX> or by selecting it from:  
<http://turningsellingintobuying.com/tsb-book-links/>



v2.3



Tell me and I may forget

Show me and I can remember

Engage me and I will understand

*Confucius 5<sup>th</sup> Century BC*

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This worksheet is intended to be used with Chapter 3, Section 9 of the book Turning Selling into Buying. The student should have details of their existing or planned offering with them and use them as a basis for filling out the answers in this worksheet.

If you are a member of the TSB Community, please submit your worksheet for comment to us at [worksheets@turningsellingintobuying.com](mailto:worksheets@turningsellingintobuying.com)

The name of my combined offering is:

What products, services, 3<sup>rd</sup> party add-ons etc (see chapter 3) comprise *your offering*:

#### LICENCE TERMS

Is there something in your product licence that makes it attractive? Could you change it to give it more 'TakeAway power'

Write your answers here:

#### PAYMENT TERMS

Do you have particularly desirable Ts & Cs? Do you offer financing? How could you change your terms in the future?

Write your answers here:

#### TRAINING

Do you offer training? What makes it so attractive? In-house or outsourced? is it included in the price? Do you have 'Freemium' training? How could you change it in the future?

Write your answers here:

**DURABILITY**

Does your product last longer? Than what specifically? What are the specific TakeAways from this durability? What are the industry norms? If you're using it as a differentiator, how can you prove it?

Write your answers here:

**STABILITY**

Are you demonstrably unlikely to go bust? How important is that to a buyer? How do you compare to the competition? If you are risky, what provable steps are you taking to eliminate the risk?

Write your answers here:

**PARTNERS**

Do you have added value partners? Do your resellers sell it combined with other products or offerings? How might your offering be extended by 'add-ons'? What might buyers take away from using those new add-ons?

Write your answers here:

**SUPPORT**

How important is support to your target buyer? What's special about yours? Do you offer optional levels? Do you have a Freemium model? What improvements could you make to your support — both how it's presented and what's delivered? Would that make your offering more buyable?

Write your answers here:

**MANAGEMENT**

Is a potential buyer of your offering interested in your management? How specifically would it affect them? Is a potential partner or investor going to be attracted to your team's experience? Which aspects particularly?

Write your answers here:

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**REPUTATION**

Is the buyer worried about your reputation? How might it affect them? What do they take away from buying from a reputable supplier? Does yours need enhancement? How could that be done?

Write your answers here:

**PROFESSIONAL SERVICES**

Do you specify, install, and test — or is that the buyer's responsibility? Why don't you? Do you have/can you find 3<sup>rd</sup> party partners to do it?

Write your answers here:

**INTEGRITY**

Are you attractive as a supplier/employee/partner because your integrity is proven? How can you prove it?

Write your answers here:

**EXPERIENCE**

How important is this? So what do they get from you or your team having it? How provable an asset is that experience? What can you do to improve it?

Write your answers here:

Use the answers you write down here to help you later on.

Remember, you may have different offerings. Maybe you can deliver services 'fixed price' or 'time & materials' — two different offerings. Maybe you can package up services and products into specific solutions. Repeat with different sheets.

The worksheet is comprehensive, but you'll doubtless find more offering extensions for your products, services and ideas as time goes on. Please share your creativity with us on the TSB Community Board.

Please submit your sheets for comment to [worksheets@turningsellingintobuying.com](mailto:worksheets@turningsellingintobuying.com). We will normally turn around answers in 3-5 days

