

Radical Relevance

Sharpen Your Value Proposition ♦ Cut Through the Noise ♦ Win More Ideal Clients

High-Content, High-Energy Keynote or Breakout

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Be Relevant or Be Ignored!

Your prospects and clients are bombarded with messages from all directions, at all times.

To reach them, your messaging must hit the bullseye in their brain with a *highly-relevant* and *critically compelling* message that grabs their attention and moves them to take action.

How you perceive, believe, and communicate your value is fundamental to your success. Radical Relevance is about bringing the **Right Value Proposition**, to the **Right Market**, communicated with the **Right Message**, through the **Right Medium**, at just the **Right Time**.

It's Time for You to Discover:

- ✓ A simple, 3-step process for identifying your full value in a client-centric manner. This process will not only bring everyone in your firm onboard, but will leave them feeling confident and ready to advocate for the value that you bring.
- ✓ 7 questions to which you must know the answers if you hope to attract ideal clients.
- ✓ How to tap into the power of your “Personal Why” (your secret weapon).
- ✓ Why “Differentiation,” or a “Unique Selling Proposition,” may be overrated (and what a prospect *really wants* to know about you before becoming your client).
- ✓ 3 critical elements of a compelling value proposition that move people to action.

NOT a tricky elevator speech! A genuine way to express your value that will resonate with your prospects, clients, and centers of influence. The result? More *ideal* new clients!

Speak directly with Bill Cates to see how you can customize this program to make it *relevant* and *compelling* for your organization: BillCates@ReferralCoach.com