

THE PCY

Mini-guide to start your sale

COACHINGANDLIFE

The PCY (Product - Company - You) matrix is value-based sales. The learning is to balance the PCY. If you oversell/undersell one of the 3 you will not get the sale.

Customer insight:

Your customers have a desire: A desire to have a good problem-free life, where they can overcome and solve all challenges coming their way.

Your customers have a fear: Of making the wrong decisions

Your customers have a need: To solve the problems, challenges, and opportunities that is worrying them?

VALUE PROPOSITION



SALES

Product value

One place to access all

Access anytime from anywhere

Experience, hand-on knowledge

Build to solve

Company value

Reliable closed portal

Expert united

Knowledge

Solutions

Your value

Who you are

Your Enthusiasm, passion and goals.

All your knowledge and insight.



CUSTOMER

Desire

Fast problem solving

No pain

Easy and simple

Fear

Of losing

Of feeling stuck, failure and alone

Need

To know what to do

To know how to

To get fast insight to adjust and move on

Customer choice

Match your Customer

Know how your customers think



CUSTOMERS BUY VALUE:

Define your value list:

WHY ARE YOU A SALES REPRESENTATIVE AT COACHINGANDLIFE?

MAKE YOUR VALUE-PURCHASE LIST:

Define your PCY:

Product: The product you choose

Company: Define the values you like about Coachingandlife and why you believe we are better. Define what you like and how the customer can see, hear and feel it.

You: Why should I buy from you. How can you give customers more knowledge, more insight, and a better solution all the way?

The customer journey is - investigating and planning to get the service, getting the service, and seeing the benefits from the service.

Accountability and commitment:

Customers want to know they buy from the right person, and a solid company, and the right product that can satisfy the desire, take away the fear, and fulfill their needs.

