



VALUE PROPOSITION WORKSHEET – 3 STEP EVALUATION PROCESS

STEP 1

Make a list. List should include both tangible and intangible things that provide value.

Tangibles:

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Intangibles:

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

STEP 2

Translate your list into actual facts and stories you can share. Be specific.

Facts:

<hr/>	<hr/>
<hr/>	<hr/>

Stories:

<hr/>	<hr/>
<hr/>	<hr/>

STEP 3

Ask two questions:

1. Ask yourself: “Is our team a vehicle for our agents’ success and can they reach their goals faster and more certainly WITH us than without us?”
2. Ask your agents: “Why are you part of THIS team instead of any other team?”