

B-cred Proposition Bootcamp

For Founders/CEOs of HR products & services

Start with your why. You. Not the business or product.

We help you lead with your personal purpose rather than their brand product or service. This leads to securing more interest in who you are, which immediately builds rapport, relaxes everyone in the room and converts curiosity into sales i.e. “I’ll buy whatever you’re selling.”

All without having to deliver a sales script that makes you feel uncomfortable saying it and your customers switch off when listening to it.

HR leaders are passionate about purpose and culture. They live to help their employees reach their potential, whilst enabling their organisations to grow their top line growth whilst being seen as an employer of choice. What this means is, we’re turned off when being sold to or taking a meeting where Founders spend most of the time talking about their product or service and its myriad of features.

This is what we help you work through (in 2 days) - £4,997

1. Understanding your personal mission: We often lead with “*If Ellen DeGeneres was to invite you on her talk show, what would you talk about?*”
2. Your business why: How this led you to create your product or service (think Simon Sinke’s ‘why’) and where are the differences/commonalities.
3. Understanding your HR audience: Which part of HR your product or service fits into, the specific challenges you can solve and the metrics you can improve. All while giving you a crash course in how you can articulate that value that makes you sound credible and empathetic.
4. Data, data, data: Who have you sold to, what is your run rate, what has been the feedback, how many referrals are you getting? Having us analyse your data can elicit patterns you may have missed. Usually our clients are sitting on what we call ‘gold bar’ insights that could change their whole perspective on the value they offer and where exactly the profitable intellectual property lies.
 Clue: It’s typically not your product itself.
5. Understand your ideal/target customer: We help you profile them correctly, using readily available data that you can access for free to help you build targeted persona’s. We find that most Founders

have done this already, but it is usually too generic as it lacks the intel that we provide about HR decision-makers. Plus, we can use real people to help you do this.

6. Objectively review your sales cycle: Help you determine the things you aren't doing that could make a difference and then things you may do that are slowing you down.
7. Outlining the risks involved for the client in buying from you: This helps you understand their mindset and think about different ways you can mitigate the risk. In every supplier purchase, there is always someone or a department that stands to lose because of the service you provide. Your job is to cover off those bases. Proactively.
8. Example objections and stalling tactics: Be prepared so you can overcome these challenges.

Do you really need this?

Maybe, maybe not.

Too often we see Founders haven't spent enough time and/or lack the in-depth HR expertise to understand where their product or service fits in, the challenges the HR decision-maker will face from a function and personal level and lack the expertise to know the key metrics that their product could influence.

But let us break down some challenges faced by Founders, just like you who are trying to win business from HR decision makers.

- Too much focus on talking about the features and benefits of their product or service
- Having meetings where it feels like they are doing most of the talking and getting very little from the HR customer
- Getting all their marketing and sales knowledge from resources that don't have in depth HR knowledge and experience, therefore output can feel very generic.
- Cannot demonstrate enough insight into the world of HR so doesn't come across as credible.
- Lack of understanding of the key niche metrics that HR are interested in, therefore making it difficult for HR to justify the ROI on buying from them
- Is pumping out content that 'sells' what they do versus educates or adds value for their target customer.

That's it.

If nothing else, we've given you something to think about and it's worth going over these points with your existing team. That can help you fine tune your go to market strategy.

If you'd like to know more, drop us or line or be radical and give us a call 😊

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