



SBOR – December 15, 2022

## Defining Your Top 3 Core Solutions

### 1. What is your Core Solution?

Your core solution is your main product, service, or package that adequately addresses the primary problem you solve for about 80% of your target audience. It is the flagship offering your business is built upon.

### 2. How can you market your Core Solution?

People need guidance in the decision-making process and rely on you to be that guide. Be prepared to provide common packages that your audience gravitates towards based on what you get for each investment level. The goal is to help simplify their selection by eliminating all options that will fail to meet requirements or expectations leaving only one or two to compare. These are navigational tools you can use to help your potential client.

### 3. What should the common packages be made up of?

Construct a menu of 3 to 5 packages that communicates the general scope and price – the middle package is your Core Offering.

- **Starter** – a low barrier to entry/low investment starter kit and/or package for folks that need or want your offer but can't afford you yet or are not ready to fully commit.
- **Essentials** – a budget friendly package that provides some of the needed elements to become success as a solution.
- **Core** – a perfect balance of investment commitment and deliverables that addresses about 60-80% of your pipeline.
- **Elite** – a package that includes all needs and some wants for convenience or additional fulfillment deliverables.
- **Premium** – a 'white glove package' providing the client with your highest level of service and fulfillment deliverable options.

### 4. How can you build trust through social proof?

- **Star Ratings** – show how others rate your packages
- **Most Popular** – show how many other customers purchased each package
- **Reviews** – show reviews, case studies, or references from others who purchased.