



## Building Compelling Offers




Compelling offers are a core piece of every campaign and should be a part of every contact you make. As marketers, we often struggle to find compelling pieces and too often, the offers are an afterthought. Bring your offers front and center in your marketing by taking the time to build a strong offer sheet that can be used throughout your campaigns, on your website and in sales calls.

Create a simple grid and do an inventory of your current “assets” to help identify gaps.

	Target (Title)	Learning Opportunities	Evidence	Trial	Purchase
Distribution – CPG	CFO and related	Effective Inventory Management whitepaper	ABC Distributor case study; John Smith testimonial	Business assessment covering xxx	Service, pricing, warranty

Using your grid, make sure you identify offers for different stages of the sales cycle: for nurture (to stay top-of-mind) and for early in the buying cycle, learning opportunities offer your prospect something of value that keeps them engaged and open to your messaging. Evidence, from quotes to case studies, offer credibility. For later in the sales cycle, consider offers that aid in the decision making process – from trial offers and assessments, to pricing and financial incentives.

## Tips

<p><b>Encourage members of your firm to forward their ideas</b> and items that they think would resonate with your prospects. Do an internal contest – gift certificates, etc. for offers that become part of your inventory.</p> 	<p><b>Create high value offers for the highest value prospects.</b> Send your best prospects the hot new business best-seller or one you’ve read and think they would appreciate.</p>	
	<p><b>Hire a freelance writer</b> to create these pieces for you and consider a library or series that you can use over the course of a year.</p> 	<p><b>Focus on educational, timesavers:</b> How to Guides, Tips Articles, Survey Responses.</p>
	<p><b>Avoid gifts and trinkets as a call to action.</b> REAL prospects generally won’t take an action to win a chance at a free IPOD or other item. Use these items at tradeshow, raffles and events.</p>	
<p><b>Put “value” behind your service offers.</b> Free assessments are generally perceived as a sales call. Name your assessment or give examples of deliverables to show the value of the assessment.</p>		<p><b>Buy offers when you don’t have them.</b> Sources like Harvard Business Review (<a href="http://www.hbr.org">www.hbr.org</a>) have white papers and articles available for download for a per download fee.</p>

## Need help building an offers library?

Nurture Institute offers a **special credibility kit** to help you start your library of learning

opportunities. Need something custom or have any questions, contact [Barbara Pfeiffer](#).

**For more information or if you have any questions, contact [Eric Rabinowitz](#).**

**The Nurture Institute** is a full-service marketing agency dedicated to help you explore new and creative ways to connect with clients and prospects. Visit us today for more information on how Nurture can build your pipeline.