

# Offerings Worksheet



**Offerings** are the products and services your company provides its customers. Offerings are built from your defined value and aligned to the needs, interests, and wants of your target audience.

Creating alignment between defined value, target audience, and offerings is essential to create relevant and high-impact messaging.

This worksheet is part of a series of worksheets that have been designed to help you develop these different foundational elements – elements that are essential to building high-performing sales processes and teams.

## Offerings – Description, Results, Offerings

1. What are your offerings called? Describe each in 2-3 sentences.
- 2.
3. What results or outcomes do your offerings create?
4. And why are those results and outcomes important?

## Offerings – Advantages

4. What are the advantages of your offerings vs. competitors (e.g., price, quality, speed)?
6. Why are those advantages important to your customer?
8. What are customers buying today? What does your offering do that these products and services don't? How is your offering different from what the competition offers?

## Contact Details

The Carruthers Group  
6240 W 54th Avenue  
Arvada, CO 80002

Phone: 303.731.0064

[www.thecarruthersgroup.com](http://www.thecarruthersgroup.com)

[www.improvingsalesperformance.com](http://www.improvingsalesperformance.com)



THE  
CARRUTHERS  
GROUP