

Value

Calculator

Stand
confidently
in your
Value



Today's Agenda

1

WINS & LESSONS

2

MINDSHIFT

3

CUSTOMER CALCULATOR

4

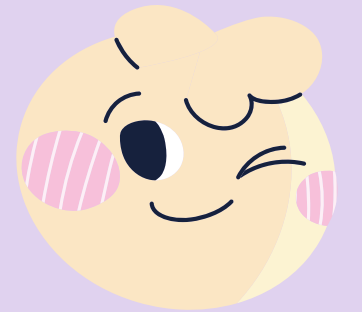
VALUE CALCULATOR WORK

YOUR WINS & LESSONS

How are you feeling?

WIN/LESSON

WIN/LESSON



WIN/LESSON

WIN/LESSON



MONEY

Let's talk about M-O-N-E-Y. This is one of the most important topics (if not the most important) when it comes to business, and yet it's the thing that most entrepreneurs talk about the least.

When many entrepreneurs start they are just grateful that people wanted to hire them, they downplay their value, keep prices low and struggle to make a living for longer than necessary.

Many of us are taught that "money is the root of all evil" and that talking about money (and asking for it) is tacky and rude.

If you believe money is evil and/ or difficult to make, your bank account will reflect that.

Your thoughts create your reality. So the best place to start with making money, is in your own head. If you believe you are worthy of making money, then envision having money and the gratitude that goes with it. Get your mind and body used that that feeling and reality.

Believe that we live in an abundant universe and there is no finite amount of money to be made or deserved.

Thank your money for paying your bills and creating experiences.

This shifts your mindset not just around making money, but the joy of spending money to receive the goods and services you desire.



VALUE VIEWS

What makes a product or service valuable

Benefit
to it.
Client
feels
good.
Result.

Perceptio
n!

Knowledge.
Experience.
Support.
Result.
Time.

Save
Time!

How do we calculate value?

Copy a
sticky
note and
write
down your
thoughts.

Copy a
sticky
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write
down your
thoughts.

A purple paper scrap is pinned to a light-colored, textured background. A silver paperclip is attached to the top left corner, and a small piece of white tape is on the bottom right corner. The text "How a client determines value" is written in white, serif font on a black rectangular background in the center of the purple scrap.

How a
client
determines
value

CUSTOMER PERCEIVED VALUE

Total Customer Benefit

Total Customer Cost

Personnel Benefit

Monetary Cost

Product Benefit

Psychic Cost

Service Benefit

Energy Cost

Image Benefit

Time Cost

1. Identify customer benefits.

Here are some specific benefits you can consider:

The quality of your product or service

The ability to provide a better solution

Your brand's reputation

Your unique customer experience

The quality of your customer service team

The social advantages of partnering with your business

2. Total customer costs

When measuring customer costs, it helps to differentiate between tangible and intangible. That way you can calculate the total of your monetary costs and compare it to your other costs.

Tangible Costs:

- The price of your product or service
- Installation or onboarding costs
- The cost of accessing your product or service
- Maintenance costs
- Renewal costs

Intangible Costs:

- Time invested in buying your product or service
- A poor customer experience
- Physical or emotional stress induced from buying or installing your product
- A poor brand reputation
- Time spent understanding how your product or service works

3. Find the difference between customer benefits & customer cost

Customer Value

$$CV = \left(\text{Perceived Benefits (minus) Total Customer Cost} \right)$$



How YOU determine VALUE

Are
you
ready?

Think of a
CURRENT or **PAST**
prospect

PROBLEM

Describe their situation as clearly and specifically as possible

inability to motivate team
and have them trust them

Inability to make a decision
and see clearly for their
relationship and future

Slow and inefficient learning

IMPACT

What negative impact was/is the situation having?



financial impact, team wasn't working, turnover, impact profitability

impacting health, mindset, family dynamics (fighting, tension, uncertainty)

Lack of time for socializing, time to do anything else. Weren't getting promoted. Financial impact.

RESULTS

What specific results do you help them get?



Helped them increase emotional intelligence, better communication, team feel valued and heard. Worked on being slow to speak. So much results oriented. people focused, servant/leadership mindset. Asking more questions. INcreased communication.

Son's wellbeing. Tools to make sense of the feelings. Clarity. Shifting mindset to present. Not thinking behind or too far ahead. Rules and boundaries. Creating a better environment, better communication. Time with son/funtime. Time with Husband. Move from fear to clarity.

Self confidence back. Work faster. On their way to promotion! Have more time to socialize, be part of family.

DURATION

How long/often can they repeat these results?



FOREVER!

FOREVER!

FOREVER!

INTANGIBLES

How else has their business/life improved?



More opportunities presented to him. Changed perception of him. He felt better about himself. Less stressed. Received grace.

Trust yourself. Relationship as a parent. More secure.

more opportunities presented, self esteem. more relaxed.

EMOTION

What is the emotional impact of the intangibles?

Stability. Be in the moment. calm. fulfillment.

trusting yourself. Clarity. Peace of mind. present. Safe and supported.



Satisfied! Secure. Competence. Confident.

PERSONAL

How did their personal life get better?

Better at home?

better at home?
more time
socializing.



self worth!!!!

RIPPLE

Who else benefited?

Sharalyn: company,
mentoree, team,
customers and public

company, the
boss, the co-
workers, the
family



son, her family,
her husband,

COST

What would it cost them NOT to hire you?

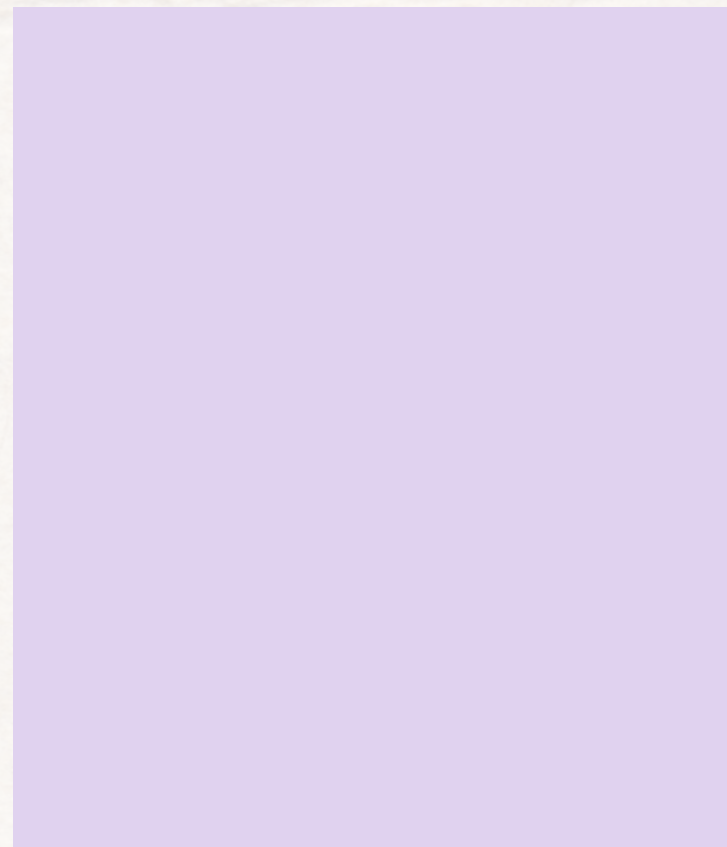
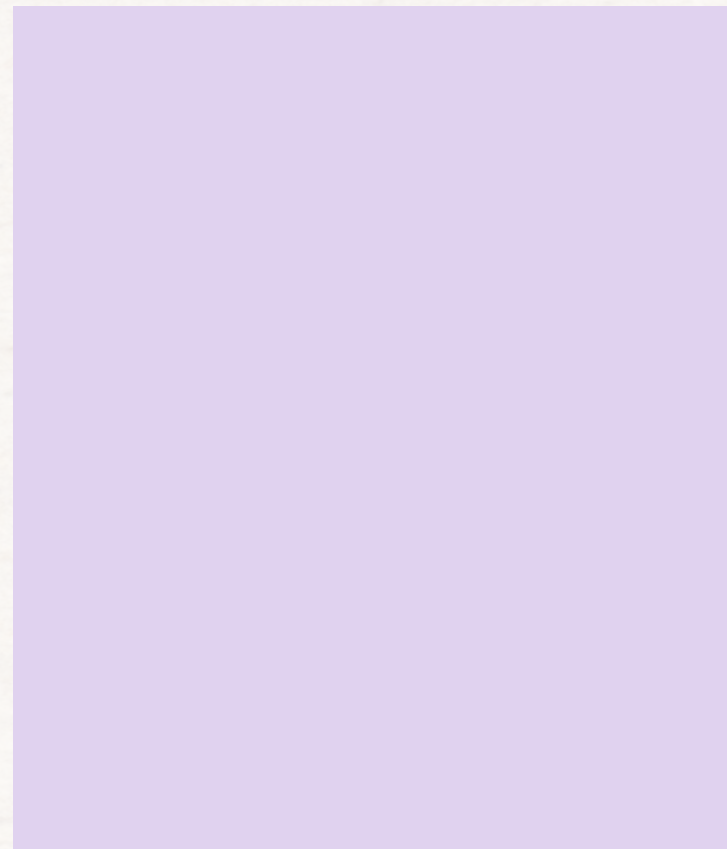
1.5 million (loss of salary, loss of momentum)

delayed success and satisfaction.



VALUE

What is the true value of your work?



Make it Real
INSIGHTS
& ACTIONS

Your awesome
idea goes here.

Your awesome
idea goes here.

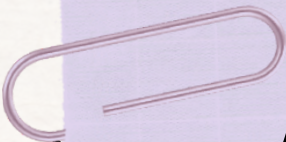
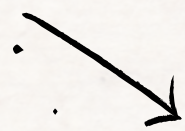
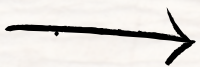
Your awesome
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**Know your value so people
can respect your worth**

unknown




You are

NOT

expensive

You are VALUABLE



Have a
great
day
ahead.