

# Value Translation That Sells

## How to turn abstract benefits into clear, compelling reasons to buy

### Quick recap

Eben led a training session focused on teaching sales and marketing presentation techniques, specifically covering value translation and risk reversal strategies. The group discussed how to translate abstract benefits into specific, relatable terms that potential clients can understand, using examples from different business contexts, including coaching, fitness training, and legal services. Eben demonstrated the concept using his own book sales experience, showing how to frame value in terms of money saved rather than just money spent. The participants practiced creating value stacks by identifying both gains and savings across categories like time, money, hassle, and results, with specific examples including Sarah-Jane's animal behavior training program and Stuart's executive job placement services. The session concluded with participants using AI tools like Claude to generate customized sales materials based on the value translation framework discussed.

### Summary

#### Sales Value Translation Strategies

Eben led a discussion on sales and marketing techniques, focusing on value translation and risk reversal. He explained the concept of translating value into terms that clients understand and value, using examples from personal relationships and book sales. Eben emphasized the importance of identifying what clients stand to gain or lose and framing the offer accordingly, highlighting how decisions are often made subconsciously. The discussion touched on strategies to

add value and reduce risk for potential clients, with Eben suggesting that presenters should consider how they can take on risks early in the sales process to build trust.

### **Value Proposition Strategy Discussion**

Eben and Hristo discussed the value proposition of a 6-week program costing \$1,000, highlighting potential savings of \$100 per week on food and emphasizing the importance of demonstrating specific benefits during the discovery process. The group explored creating a "gained" and "saved" column to list various benefits, including time, effort, energy, hassle, convenience, stress reduction, and results. Sarah-Jane raised a question about how to frame the value of her \$7,000 program, and Eben helped her translate abstract benefits into specific, relatable outcomes, such as saving time and money that would otherwise be spent on additional courses like animal behavior training.

### **Value Proposition Translation Strategies**

The team discussed translating the value of their offerings into specific, relatable terms for potential clients. Eben guided the group through exercises to help them articulate the monetary and non-monetary benefits of their services, using concrete numbers and real-world examples. Stuart shared insights on positioning job search coaching for high-earning executives, highlighting how faster job placement could save clients significantly more than the cost of the coaching package. The group explored using AI tools like Claude to generate customized sales materials and value propositions, with members sharing successful prompts and strategies for translating abstract benefits into tangible value propositions for clients.