



Learn how to sharpen your business proposition using the 5 Ps.

Duration: 1 hour



Developing your proposition: A practical 5 Ps framework for B2B SMEs.

Learn how to sharpen your business proposition using the 5 Ps.

WHERE

Webinar

WHEN

Thursday 09 July

TIME

12:00PM

Operators, not trainers.

Closing Foundry. We have owned quotas as IC's and sales leader at start-ups, scale-ups and enterprise.

1

We fix how B2B companies sell

We find what's getting in the way, build the fix into how your team sells, and run it with you until it sticks.

2

Founders — a repeatable way to sell

Without you in every deal. We work out whether to transfer what works or build what's missing, then run it with the team until it sticks.

3

Revenue leaders — make it show up, and measure it

We write how you sell into daily workflows, then measure whether it's happening — so pipeline and forecast show what's about to happen, not just what already did.

What you're selling.

PAIN OR GAIN	WHAT YOU SELL	WHERE YOU ARE	YOUR MOTION
Selling to pain, to gain, or both. Both are in your buyer's best interest.	Category creator, early but growing, or mature market.	Founder, sales leader, founder sales leader, hired a leader, hired sellers, or pre revenue.	Product led, sales led, or transitioning between the two.

What we mean by proposition.

WHAT THIS IS NOT

“Proposition” can mean a lot of things.

Not brand identity — we’re not creative or comms strategists.

Not product strategy.

Not a silver bullet — you do the work and evolve it.

WHAT THIS IS

A mechanic that serves multiple purposes.

To have a better conversation with a prospect.

To talk about what you do in prospecting & outreach.

To talk at a company and ICP level — the industries and companies you target.

To talk to different stakeholders, from C-suite to directors, managers and users.

To move an engaged prospect through the process.

To shift company thinking to the problems you solve, not the features you have.

What you'll learn.

1

Define the problem

Pin down the business problem, pain and root cause your proposition must address.

2

Use the 5 Ps

Turn feature-led messaging into a clearer, buyer-facing proposition.

3

Apply the three whys

Use Why Change, Why Now and Why Us to sharpen sales, marketing and outreach messages.

But before the 5 Ps, **you need to understand why buyers buy.**

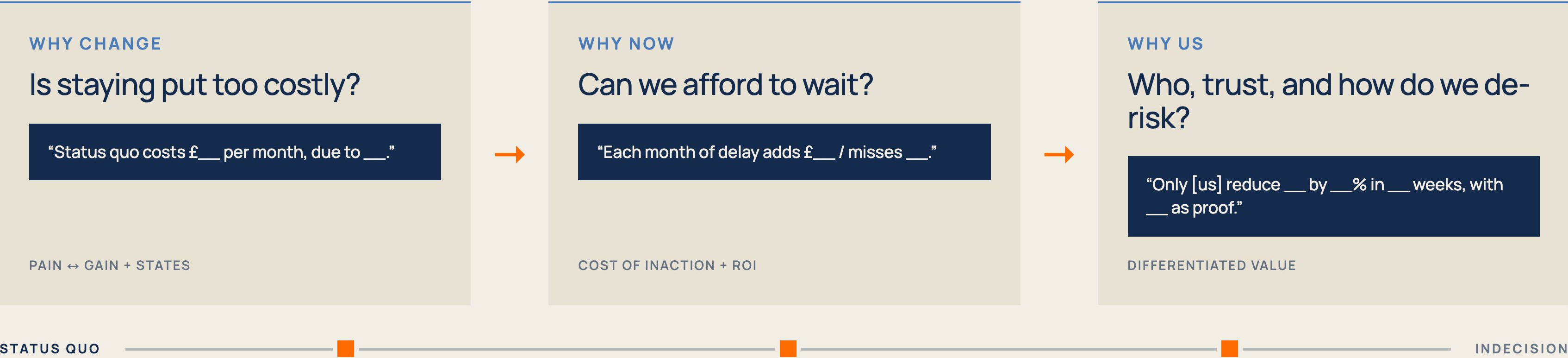
closingfoundry.com/businessgrowth



Scan for the free 5 Ps toolkit – template, slides and a 15-min review.

The three whys.

Every deal crosses three gates. Miss one, and the deal stalls.



Why change → why now → why us. **The controllable gates.**

Pain vs gain.

Buyers are **~2× more likely** to act to avoid a loss than to chase a gain. Avoiding loss is the primary driver, so quantify the pain first, then the gain.

PAIN -£ · THE LOSS

-£1.2m

e.g. average customer loses £1.2m a year to churn.

0

+£0.4m

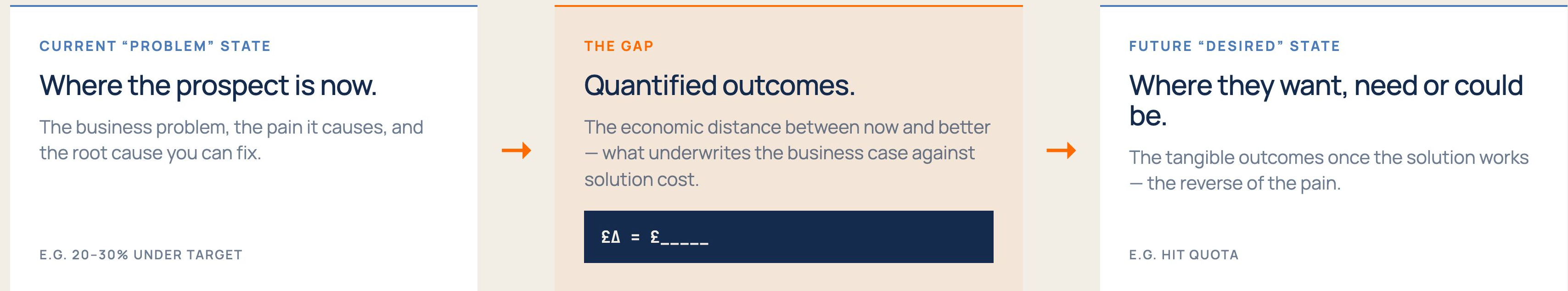
e.g. recover £0.4m a year by cutting churn.

GAIN +£ · THE OUTCOME

Quantifying pain and gain is the key driver of **why change**.

Current, future, and the gap.

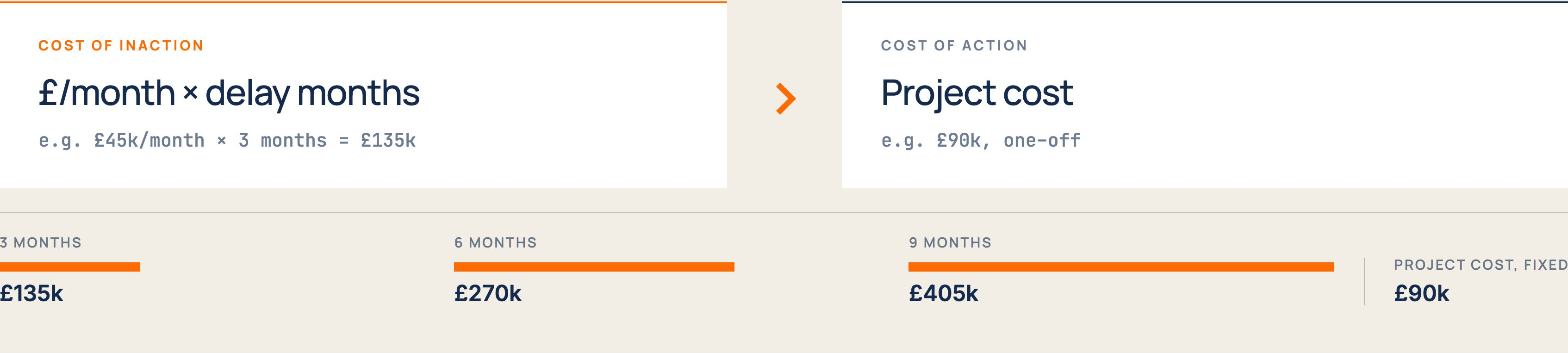
We buy to move from now to better. **The value lives in the gap.**



Make the current state painfully specific and the future compelling, **so the gap is big and real.**

The cost of inaction.

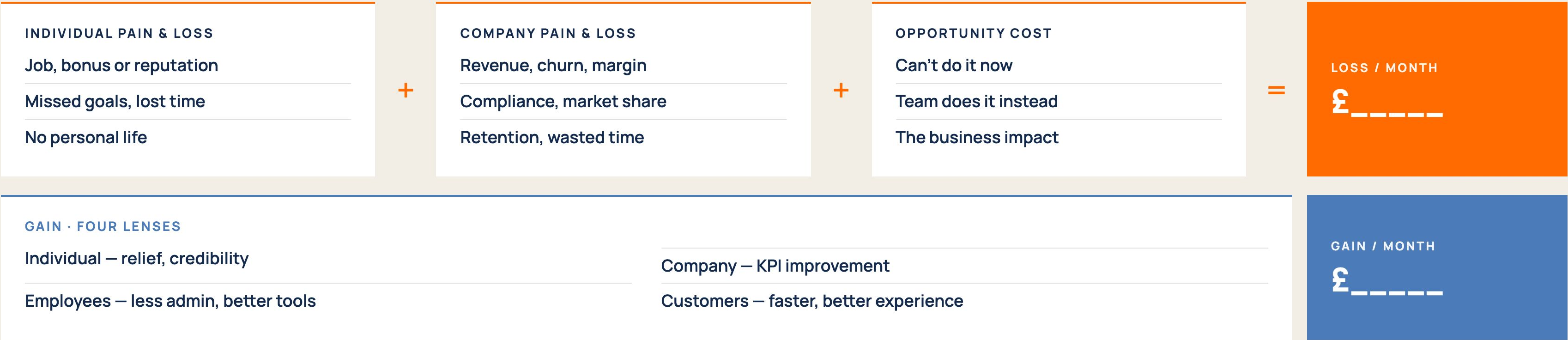
If the cost of inaction is greater than the cost of action, change happens. It's today's current-state pain, **not tomorrow's future-state gain.**



Drive urgency with the number: **every month you delay costs £_____.**

Deal drivers create urgency.

Deal urgency is a **stack** of drivers: individual + company + opportunity cost, set against the gains.



Problem → results.

The end-to-end logic that connects a business problem to a result: the five Ps, worked.

P1 Problem What's the business problem? Unable to close enough deals, so we're 40% below target.	P2 Pain What does that problem cost? Missed revenue or funding targets. Understaffed pipeline. Higher churn as reps lose faith. Managers burn time chasing activity.	P3 Primary reason Why is it happening? The root cause. Missing/broken tech/process. The system doesn't guide the next best action, so reps avoid the harder, higher-impact work: calls, multi-threading.	P4 Promise How do you fix the root cause? A guided workflow that pushes the next best record and next best action (call, SMS, email) so reps do the work that matters instead of cherry-picking.	P5 Payoff What's the result? Higher conversion and coverage. Hit revenue & funding targets. Faster ramp for new reps. Less manager firefighting. Predictable pipeline outcomes.
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Live worksheet: **draft two rows using your ICP's biggest problem.**

One sentence that carries all five Ps.

THE STRUCTURE

The problem many clients I work with face is **[problem]**. This problem is so common because of **[primary reason]**, leading to these frustrations **[pain points]**. Our company helps solve this problem by **[promise]**, leading to **[payoff]**.

WORKED EXAMPLE

The problem many companies we work with face is **being below revenue target at scale**. It's so common because **their tools can't force the high-value work, so reps default to email over calls and pipeline dries up**, leading to **forecasts no one trusts and reps leaving**. We solve it by **putting the whole team on a guided workflow that won't move on until the next best action is done**, leading to **higher conversion, predictable targets, and lower staff churn**.

Write your five Ps.

Pick a deal you’re working on, or your company overall, or an ICP you’re targeting.
Write P1. Then paste it into the Q&A at the end of the webinar.

P1 Problem The business problem you solve.	P2 Pain The negative impact of that problem.	P3 Primary reason The root cause. A broken or missing process or tool.	P4 Promise How you fix that root cause, in plain words.	P5 Payoff The result. The reverse of the pain.
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It's harder than it looks.

The three things that go wrong:

1

Root cause in the Problem box

You wrote P3 in P1's slot.

2

Your Pain has no number

No £, no %, no time.

3

Payoff isn't the reverse of the Pain

The two don't line up.

Email us your five Ps and we'll spend 15 minutes on it with you. hello@closingfoundry.com

Your next best action.

1

Get the toolkit and book your 15-minute review

Download the 5 Ps template, the slides and the operator tools.

closingfoundry.com/businessgrowth

Send your 5P's to hello@closingfoundry.com

2

Take the Closing Score

Your 30 / 60 / 90 scorecard, in minutes.

closingfoundry.com/closing-score

3

Build the whole playbook

Ask us about bootcamps and 5 Days To Scale.



Scan for the free 5 Ps
toolkit: template, slides
and a 15-min review.

Over to you. Questions?



UK Government

Further support

- **Find government business support:** Business Growth Service
- **Join live webinars:** Business Academy calendar
- **Watch on-demand:** Business Academy video library
- **Get business support:** Chat to an adviser
- **Help to Grow:** Management essentials
- **Help to Grow:** Management course
- **Growth Hub:** Find your local Hub
- **Scottish Enterprise:** Grow your business

