



# VITAMINS & PAINKILLERS

The purpose of this Sales Tool is to help you simplify your message by thinking through several ways of talking to prospective customers about their needs, what's important to them, and why it matters -- all through the lens of "vitamin or painkiller?"

**Vitamin:** A product/solution that enables an eventual upside or benefit for your customer. Increases likelihood of healthy operation in the future. Important, but does not solve urgent needs.

**Painkiller:** A product/solution that solves your customer's pain. Is a timely, necessary solution to a problem being felt by the organization.

As you will see from the examples provided below, your product/solution can be both a vitamin or a painkiller and the label will be determined by your customer's needs.

Where would this be a...

<p><b>EXAMPLE 1</b></p> <p>What do you sell? Cyber security software</p> <p>Who is your target customer? Local banks</p> <p>What is your product's value? Easing privacy concerns of bank customers, data safety and security</p>	<p style="text-align: center;"><b>VITAMIN</b></p> <ul style="list-style-type: none"> <li>• Banks seeking to build security infrastructure</li> <li>• Banks who want to boast of actions to secure customer data</li> <li>• Banks who do not want to risk security breach in the future (want to hedge against future pain)</li> </ul>	<p style="text-align: center;"><b>PAINKILLER</b></p> <ul style="list-style-type: none"> <li>• Banks experiencing data breach</li> <li>• Banks who have customers vocally worried about lack of security for their data &amp; don't have answers</li> </ul>
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And how would you tailor your approach to a customer seeking a...

**Vitamin:** Lead with holistic goals & strategy for bank. Expand on all that can be accomplished when not worried about data security

**Painkiller:** Listen to pain & acknowledge need for immediate solution. Offer immediate application of cyber security and help get messaging out to affected customers about new measures in place.

Where would this be a...

<p><b>EXAMPLE 2</b></p> <p>What do you sell? Myself! (into a talent recruiter role)</p> <p>Who is your target customer? Mid-size companies who have active hiring pipeline and internal HR team</p> <p>What is your product's value? Passion about bringing the right talent to the team; knowledge about best recruiting practices and trends; coachable and enthusiastic attitude</p>	<p style="text-align: center;"><b>VITAMIN</b></p> <ul style="list-style-type: none"> <li>• Companies hiring at a steady pace</li> <li>• Companies who do not want to outsource talent recruiting efforts</li> <li>• Companies who have central HR team responsible for sourcing talent across the org</li> </ul>	<p style="text-align: center;"><b>PAINKILLER</b></p> <ul style="list-style-type: none"> <li>• Companies losing talented candidates due to lack of standard recruiting process</li> <li>• Companies growing rapidly who need help sourcing talent to support growth</li> <li>• Companies unhappy with quality of candidates coming to interview</li> </ul>
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And how would you tailor your approach to a customer seeking a...

**Vitamin:** Emphasize the company's desire to move prospective hires through the talent pipeline quickly and positively without taking away time from other functions in the org.

Talk about how this position will enable continued hiring of high-quality candidates without disruption.

**Painkiller:** Highlight my ability to make a positive impact from day one and support the current efforts of an overwhelmed HR team. Stress desire to create repeatable processes.



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**Your Sale to be Made**

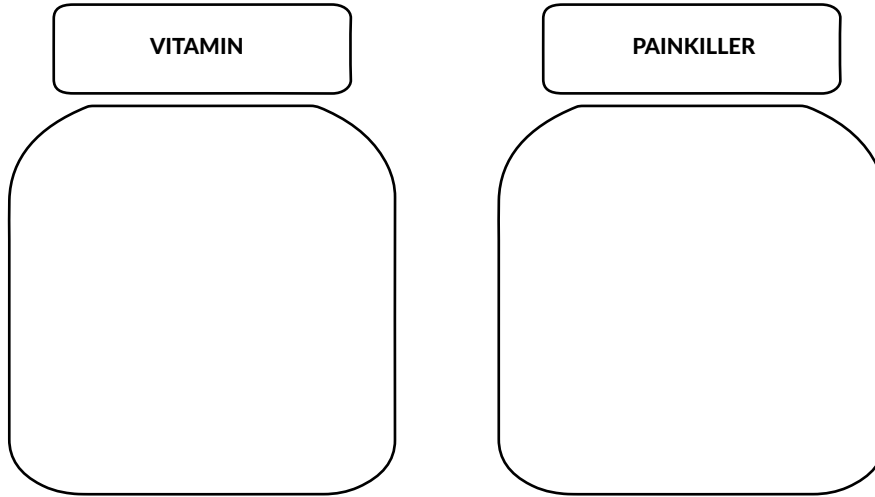
(pull from your existing Sale to be Made tool)

**What do you sell?**

**Who is your target customer?**

**What is your product's value?**

Where would this be a...



And how would you tailor your approach to a customer seeking a...

**Vitamin:**

**Painkiller:**

NO PAIN NO GAIN