



So What?

nSight 
marketing

**Only by understanding
what people value can we
better meet their needs.**

us.hsbc.com/values

HSBC 

The world's local bank



What compelling value do you deliver to members?

Do You Believe You Deliver Superior Value?

80%

Do They Deliver Superior Value?

8%

80%

Companies

Delivery Gap

8%

Customers

6



A woman in a business suit is smiling and holding a globe. The background is a blurred image of a city street with various text overlays such as "membership", "discounted", "monitoring", "on-line lawyer network", and "practice com". A red zigzag line is drawn around the woman. A grey arrow points upwards from the bottom of the image towards the woman. A grey thought bubble is on the right side, and a grey text box is at the bottom.

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What
do I
get?

What do we bring to the table?

Brand Promise

A **commitment** that helps build or strengthen your relationship with your customer.

Value Proposition

How you want them to **feel**.
The practical or emotional appeal.

Brands



Innovation

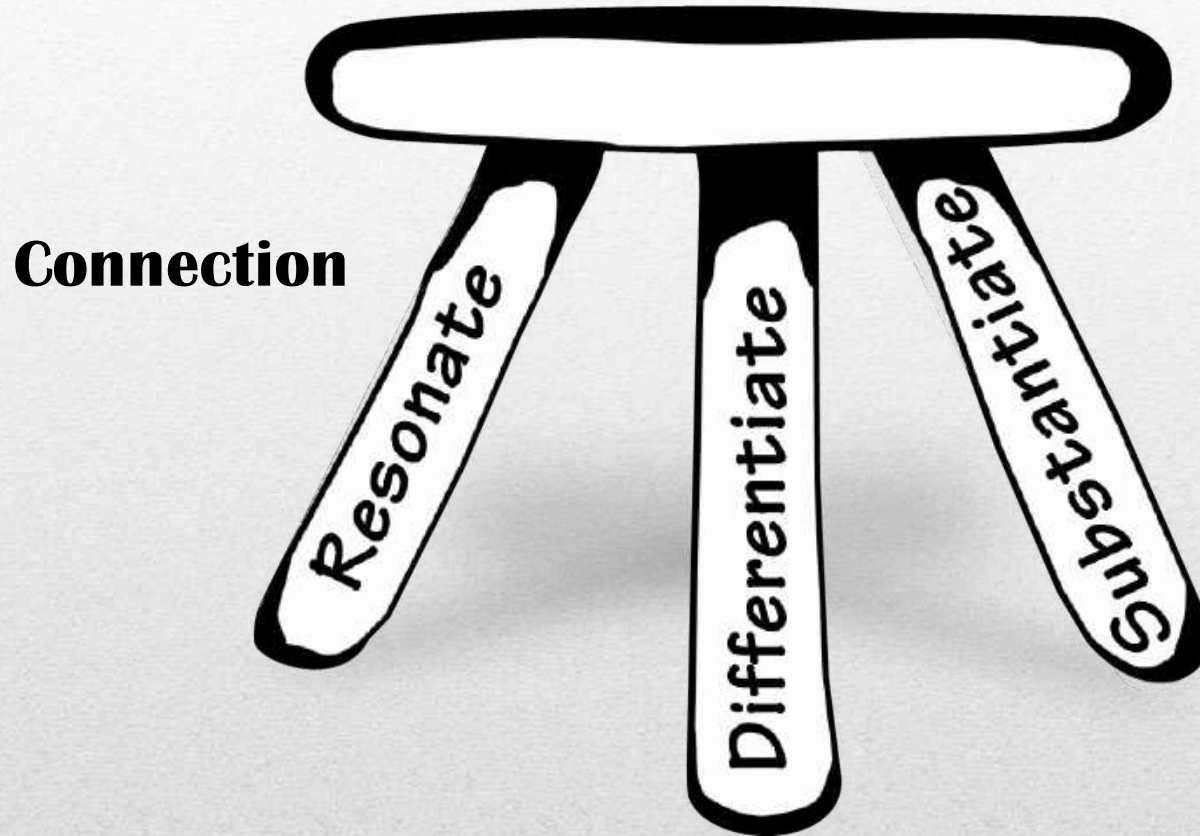
Reliability

9

Simplicity



Value - a Three-Legged Stool



Connection

Your member's rationale for choosing you, someone else, or none at all.

Reputation

Why US?

Features v. Benefits

- ✓ Latest technology
- ✓ Help Desk
- ✓ Information about the market and the industry
- ✓ Discounts
- ✓ Networking
- ✓ Mentoring
- ✓ Referrals
- ✓ Events
- ✓ Affecting Legislation
- ✓ Lobbying
- ✓ Advocacy
- ✓ Leadership
- ✓ Education
- ✓ Ethics
- ✓ Standards
- ✓ Mediation
- ✓ Image
- ✓ Meeting like-minded people

Weak Value Propositions

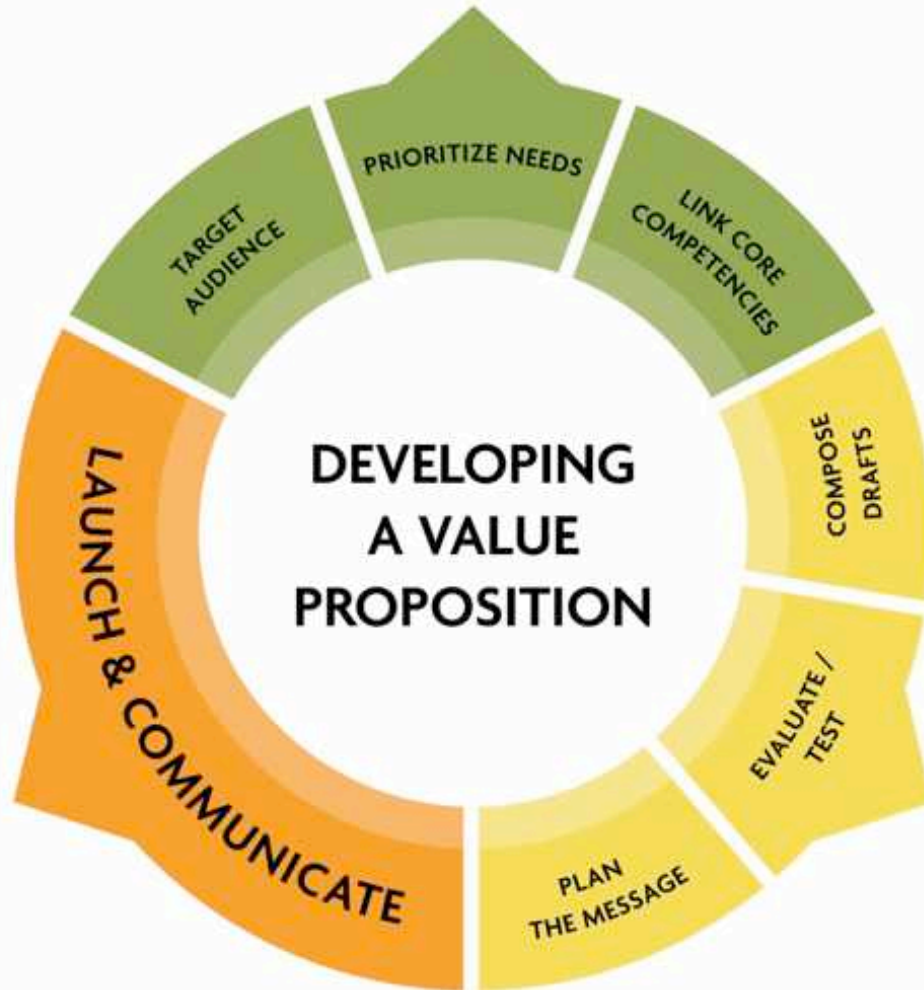
- ❖ “We’ve been here for 100 years and we understand what you need most.”
- ❖ “We offer a one-stop shop for
- ❖ “We have a *passion for excellence.*”
- ❖ “We have a well-trained staff that can help you with all your needs.”
- ❖ We offer training classes in a wide variety of areas.

Strong Value Propositions

- ❖ Tied to a critical business issue
- ❖ You do it very well (better than..)
- ❖ Includes metrics if you have them
- ❖ Uses business terminology
- ❖ Shows improved operational efficiency
- ❖ High value to your members
- ❖ Pushes the status quo — lays out a brighter future



RESEARCH



IMPLEMENT



FINE TUNE



Who participates in the workshop?

- ◆ As many **uninvolved members** board and staff
- ◆ Small Brokers (owners/managers/agents)
- ◆ Emerging Professionals/1-5 years in business
- ◆ High producing agents
- ◆ Large Broker owners
- ◆ Representation from BOD - President & Pres Elect
- ◆ Key Staff
- ◆ Past Presidents

**Value is not in your association office.
...Or in the classroom.
...Or on your website.**

*It's finding the value that **links** your members with what you do best:*

- *ID the concerns and needs*
- *Decide what you do well*
- *Develop a relevant message*

*A claim you are **well-suited** and prepared to deliver on today.*

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