

# Valid Business Reason

---

## VBR Framework

The Valid Business Reason (VBR) simply states why the prospect should want to meet or connect with you. Your VBR should take some of the risk out of meeting with you. Even when quoting facts and figures, be yourself, speak like you might to someone in line at a coffee shop.

- **Important:** Find an insight important or urgent to them
- **Relevant:** Relate the insight to their business
- **Trusted and Valued:** Demonstrate empathy, expertise, or problem-solving
- **Call-to-Action:** Ask for an appointment or to connect

## Industry Insight

The insight is a summary of a trend important to the business category and affects how they run their business, how they use your product, or how they serve their own customers. Statistics can add value, but keep them easy to understand and relevant to their business.

Some common trends to look for as you research your insights:

- Shift in priorities
- New technology
- Employee turnover
- New or low-cost competitors
- Comments on review sites and social media

## Empathy, Expertise, and Problem-Solving

Demonstrate that you can be trusted and valued. As you develop your VBR bring the insight, their business, and your contributions together. You don't always need all three, but more is often better.

- **Empathy:** I can understand and relate to your problem.
- **Expertise:** I've solved problems similar to the ones you are having.
- **Problem-Solving:** I can develop a solution to your problem.

## Writing Your VBR

Ideally, tell the prospect something they don't already know or haven't considered, by combining your research with your own expertise. Be succinct as you may need to leave this on voicemail.

## Ask for an Appointment

Once you have established value with your VBR, it's important to be clear what you are asking the prospect to do. It is often a meeting, or at an early stage may be a request to connect on social media.

## Some VBR Examples

### **HVAC:**

The HVAC category has created many innovative solutions that can positively impact homeowners. Many consumers are interested in these solutions but have not yet purchased them. Smart Thermostats are an easy first step to getting homeowner's attention. Energy savings of around 33% can pique interest on Zoned HVAC Systems. I'd like to schedule a short meeting to discuss how you can reach new and existing customers by marketing the benefits of new technology in HVAC systems.

### **Executive Assistant Placement:**

Executive leadership is at their best when they can focus on creating value and driving the success of the organization. Executive Assistants can help reduce the time spent on administrative tasks. Selecting the right Executive Assistant can be challenging, especially with the increasing demand for high quality talent and experienced remote workers.

At Cayuse, we have a successful history of supporting executive leadership with our team of experienced onshore Virtual Executive Assistants, providing cost-effective high-touch and low-touch support models based on your needs. I'd like to schedule a time to connect in the next 10 days to explore how Cayuse can best support your executive leadership team.

### **Industrial Cleaning:**

Almost 11,000 commercial kitchens are damaged by fire each year, according to the International Kitchen Exhaust Cleaners Association. Many are a result of cutting corners with exhaust system cleaning by not hiring certified insured technicians.

It is critical to hire certified technicians who will provide a complete clean of the exhaust system, both the seen and unseen issues, to protect your equipment and your business.

Guardian Services has been serving the Dallas metroplex with complete kitchen cleaning services since 1945. I'd like to meet to discuss how we can give your business extra piece of mind against the hazards of poorly maintained exhaust systems.

### **Technology:**

78% of customers buy from the company that responds to their inquiry first, according to a study by Lead Connect. As marketing departments are continually being challenged to improve ROI, it is critical to not only have a large pool of quality leads, but to also improve the speed to responds to those leads to have a higher likelihood of conversion.

I understand that your team is striving to optimize your processes to increase profitability. This is where Enhancio can help. The first Demand Automation Platform automates the entire workflow for content syndication from RFP to invoice management, and improves marketable leads.

I would like to schedule a 30-minute meeting with you to learn about your content marketing efforts and explore how Enhancio can help you improve ROI.