

# A TWO-LINE FORMULA TO DIFFERENTIATE YOUR HR BUSINESS



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See original guide online at [Get More HR Clients.com](https://www.getmorehrclients.com) [here](#).

If you know your client segments but don't know how to express your value to those groups, here's a handy two-line formula I discovered from business expert [Geoffrey James](#).



For an HR-related business:

*“Our clients hire us to provide [benefit(s) to the client.]. They hire us, rather than somebody else, because [something unique that the competition doesn't have but the customer values.]”*

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Or, for an HR-related product:

*“Our customers buy from us to provide [benefit(s) to the client.]. They buy from us, rather than somebody else, because [something unique that the competition doesn’t have but the customer values.]”*

To go back to [an example of a Human Resources consulting firm at the start of my main article](#), it might change from this . . .

*“We will help you bridge the gap between vision and performance. We will enhance your existing or new business with our practical HR advice and leave you with sustainable HR programs for the future.”*

. . . to this (after segmenting the clients into their most common categories):

*“Our clients in the design & engineering industry hire us to generate faster and more effective staff performance improvement. They hire us, rather than somebody else, because our unique and easy-to-use performance management system is fully operational within days, not months.*

Can you see the difference?

The original messages force the customer to figure out what it all means to the customer.

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The second version isn't perfect but it does approach it from the customer's viewpoint.

Doing this little exercise means you will talk the language of your new customers and clients rather than coming up with generic slogans that don't mean anything to anyone.

You can then use these targeted phrases on your website, in your ads, in person at networking events, and in all sorts of ways.

## A Special Twist For Your Two-Line Marketing Proposition

Unsure what to put for the 'something unique that the competition doesn't have but the customer values' component in the two-line formula above?

You could identify something your previous customers and clients told you was special regarding your:

- Service arrangements or standards (but avoid clichés)
- Pricing or billing arrangements
- Specialty or area of expertise
- Personalities and relationships

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- Product packages or service packages.

If you can't think of something without it descending into meaningless generalisations (such as: "We offer the best service due to our extensive experience"), then coming up with a new product packages or service package could be the way to go.

### **An example ...**

I once gave a talk at a conference to about 200 people on the topic of employee engagement. The previous week I had won a new client by explaining that the consulting work I could do was like an 'employee engagement kick-start program' – it wasn't a formal package or program and I was only planning to do my usual consulting work but, in the potential client's office, it was the easiest way to explain what I was offering.

In my conference presentation, I mentioned what smart employers were doing here and in other countries. I mentioned, only in passing, that my 'employee engagement kick start program' was based on these principles.

In the weeks after my conference presentation I received a number of emails from audience members. None of the emails mentioned the theories or best practices I'd described, all of them asked for more

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information on my 'employee engagement kick start program' which, until that moment, had never existed before.

Packaging your services works.

It makes broad, generic consulting or 'professional services' more tangible. They can help you get your foot in the door with an organisation so you can offer higher-value services down the track. They're easier to understand and, therefore, easier to sell.

## Next Steps

[Make sure you're on my mailing list](#) because we're going to look at more practical examples of effective marketing ideas.

Also, if you want more traffic and sales from your company blog, take a look at my new [HR Business Growth Service](#).

As always, just hit Reply to my emails and let me know your thoughts.

All the best,

A square box containing a handwritten signature in black ink that reads "Ben".

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