

A woman with dark, curly hair is shown from the chest up, wearing a bright yellow sweater. She is resting her chin on her hand and looking upwards and to the right with a thoughtful expression. The background is a solid teal color.

# Steps to Creating your Value & Benefit Stack

Creating clear and compelling reasons for customers to choose your products or services

**Developed by Jenni Walke**



# ABOUT THE CREATOR

Jenni Walke is the Founder and Managing Director of Elephant in the Room™ consulting. Jenni has over 25 years experience and expertise in leadership development, capability development, business strategy, coaching and facilitation.

Jenni works with businesses and leaders to understand how they work, develop strategies to solve complex problems through new and innovative solutions, and develop processes and programs that enables them to serve their clients or organisation better.



## THANK YOU & WELCOME!

Welcome to this invaluable guide on creating a compelling Value & benefit Stack for your products or services!

This guide has been crafted with your business success in mind and provides you with **actionable steps**. By working through these steps, you can create a compelling stack that clearly articulates the overwhelming value your product or service offers, increasing both conversions and customer satisfaction.

Whether you're a seasoned entrepreneur or just starting out, this resource aims to elevate your marketing strategy, maximise conversions, and ultimately boost your bottom line. It's time to dive in and discover how to make your products or services simply irresistible to your target audience.

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# SEVEN STEPS TO BUILDING YOUR VALUE STACK

## Step 1. Identify Core Features

List all the features of your product or service.

- Create a spreadsheet or jot down every feature, no matter how small.
- Ask your team and customers what they love about your product or service.
- Analyse customer reviews to see what stands out.

## Step 2 Translate Features into Benefits

For each feature, identify the direct benefit it provides to the customer.

- Next to each feature, write down the problem it solves or the advantage it gives to the customer.

**Clarifying features & benefits helps you break down your products or services into individual features and their corresponding benefits. This not only helps you understand how to promote your product or service, it makes it easier for your customers to understand what they're getting.**



# SEVEN STEPS TO BUILDING YOUR VALUE STACK

## Step 3 Prioritise the benefits

Rank the benefits in order of importance to your target customer.

- Use customer surveys or reviews to understand which benefits are most crucial to them.

**REMEMBER PRIORITISE AS YOUR CLIENT WOULD  
...think of your customer and what they value!**

## Step 4 Quantify the Value

Review each benefit and attach measurable outcomes or value to each benefit. This helps prospects see not just the qualitative value but also the tangible financial value they're getting, making your offering irresistible.

- Gather information that quantifies the value of each benefit, e.g., "saves 5 hours per week"), or
- Assign a value to the benefits where applicable, e.g., "5 hours of group coaching included, a value of \$XXX").

**Showcasing value by quantifying and placing a value on the benefits makes the value proposition crystal clear, and helps customers see the tangible returns on their investment.**



# SEVEN STEPS TO BUILDING YOUR VALUE STACK

## Step 5 Stack the Value

- Arrange the benefits in a way that collectively shows overwhelming value.
- Showcase benefits in an easily digestible format, such as a table, or infographic.
- Communicate these to your audience through social platforms and email marketing, and add to your website or landing page.

## Step 6 Add Social Proof

- Incorporate testimonials or reviews into your infographic or landing page to help validate each benefit.
- Contact satisfied customers to provide quotes or statistics that prove the benefit.

### What people say about Empire Builders

Jenni instantly made me feel comfortable. To be able to sit with strangers, admit to my flaws and discuss my hopes and goals is a credit to her if nothing more than simply as a beautiful human. As a lawyer and a business owner everyone thinks that I must have all of my ducks in a row but as the saying goes, 'contrary to popular belief' my ducks were just paddling about in a pond with no direction. My ducks were there, but they had no connection to each other. My ducks now know the path to cross the road.

ELLIOT WHIELDON  
FOUNDER EVOLUTION LEGAL



Kylie Mowbray-Allen recommends Jenni Walke - Elephant in the Room Consulting. ...

August 1, 2022 · 🌐

I've been working with [Jenni Walke](#), at Elephant In The Room Consulting ~ for over three years now ... and will continue to do so because it's an integral part of my business growth.

I've attended her group coaching, her business retreat, and her one-on-one's continue to be a game changer for me.

We also collaborate weekly in a live-webinar-come-podcast every Friday ~ bite-size conversations ~ which I also take gold nuggets away from each week!

Jenni Walke and her team are incre... See more



You and 1 other



Elizabeth Elenor recommends Jenni Walke - Elephant in the Room Consulting. ...

June 15, 2021 · 🌐

I love the clarity I get from working with Jenni. I've been in her Content Collective program and just about to up level. This is one woman that under promises and definitely over delivers. I've seen my influence on SM increase and the support on my systems has been amazing. Highly recommend Jenni and her team if your struggling with any sort of business strategies.



Like

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The best business retreat I've ever attended. Such a calm environment, lots of rich conversations and leaning. Jenni Walke is a master at creating space and time to gain clarity around the messy middle of my business and to be able to reflect on and plan for the growth and evolution of my business. A welcome note, nourishing food and great company made it even more special and easy to learn. A must attend!

JEANETTE MUNDY  
ONTOLOGICAL COACH & ENTREPRENEUR



# SEVEN STEPS TO BUILDING YOUR VALUE STACK

## Step 7 Review your Value Stack

Continuously gather feedback and update your Value Stack.

- Use customer feedback and reviews to refine the stack for maximum impact.
- Review competitor's offerings to compare value and re-assess your offering.
- Regularly update testimonials.

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As you reach the end of this guide, we hope you've gained valuable insights into crafting a compelling Value & Benefit Stack for your business.

Implementing this powerful tool can transform how you present your products or services, elevating not just your marketing game but also your entire business landscape.

Remember, the clearer the value you offer, the easier it is for your customers to say 'yes.' So what are you waiting for? Utilise this framework to articulate the compelling and unique value your offerings bring.



# WANT MORE ?

## JOIN THE EMPIRE BUILDERS MASTERMIND

Empire Builders is a THREE DAY immersive program to help business owners, empire builders, side hustlers, and entrepreneurs to level up their businesses and create the future of their dreams.

Step away from the daily distractions, and take time to work on yourself and your business, share ideas, and get clear on your priorities. **Gain clarity, focus, and develop plan to grow your business.**

The Empire Builders Mastermind includes...

- 3 days group and 1:1 coaching with Jenni
- Comprehensive workbook
- Resources & tools to support your journey
- 1:1 strategy session to gain clarity on your business goals
- Up to 3 Group coaching sessions
- Luxury accommodation at Cabarita Beach and Amazing food to keep you focused and creative juices flowing



Learn more at [elephantintheroomau.com/empirebuilders](https://elephantintheroomau.com/empirebuilders)  
or email [jenni@eitrc consulting.com](mailto:jenni@eitrc consulting.com) to book a 1:1 chat!

# TESTIMONIALS



Jenni is heaven-sent!

Within minutes of our first meeting, she had easily shone a light on my plans and vision and helped me redirect to where my focus should be.

She broke it down into easy-to-understand steps and given me the push I needed. Jenni also encouraged me to look outside of the box, which I deeply appreciate.

Thank you 🥰🥰

— **Leena Salim, Jazz Singer**



When life brings you lemons, make lemonade.

As I flirted with the idea of creating an online training business, I didn't know where to start and felt overwhelmed. I began very, very slowly. **And then I met Jenni Walke, the business coach Lemonade maker.** Passionate and energetic, she was able to see the essence of who I am and what my passions are.

Her genius relies on grasping the big picture, the one that I couldn't see and translate that into step by step strategies. Many times, I thought I could go on, Jenni stood like a pillar and lighthouse.

Making business lemonade might taste sour. However, Jenni as a coach and mentor on my side is sweeter!

— **Annie Lebrun, Germany**



When I reached out to [Jenni] everything was fine in my life. I am a working Mum with two little girls and I love my husband and I like my job. Nothing was wrong. In fact, everything was fine. But just fine.

I realised wanted some zing back in my life, some adventure, new challenges, and fun. But I couldn't articulate what was wrong or what I wanted to change. Jenni has been great at helping me recognise what is great in my life and how to focus more energy into that. And also talking me through what needs improving and how I can affect lasting change. All with encouragement, understanding, and wisdom.

I honestly wish I had called her earlier. She is the real deal. If you just need a push, some clarification or help finding your passion, this is the lady for you.

— **Amber Parr, Money Madams**





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