

# Rainmaker Irresistible Offer Matrix

## The Generic Offer Matrix

Your Value Proposition must be something your target market wants and needs. It doesn't matter how 'in love' you are with the newest technologies, or the latest breakthrough in service offerings, or what. If it is not what your market wants, and composed of what you can deliver, you are doomed to failure.

And, you have to express your Value Proposition as an Irresistible Offer in order to communicate to your prospects the value you will be delivering to them.

This three page set of worksheets is designed to lead you into a worksheet where your capabilities and your competencies turn into a well formed Irresistible Offer, and communicate your Value Proposition to your target market.

Think of this as a 'Breakout Session' from our regular sessions.

We start with descriptions of both the 'Operational' and 'Client View' versions of the three Generic Value Propositions introduced by Treacy and Wiersema in 1996.

Previously, you were able to use Rainmaker Value Proposition Worksheet to develop the rough form of your Value Proposition. At this point, what you want to do is determine which Generic Offer your rough form lends itself to, and which types of values you are proposing.

Once you know which form of the Generic Offer Proposition you wish to use, and which Type of Value you feel fits with your proposal, you use the Rainmaker Irresistible Offer Worksheet to evaluate the attributes of your existing rough Value Proposition, then based on that feedback rewrite it until it fulfills all the requirements of PERFA and you have an "Irresistible Offer" that communicates the Value Proposition your target market wants.

		<b>Generic Offer Matrix</b>	
		<b>Types of Value</b>	
		Operational Values	Client View Values
<b>Generic Offer Propositions</b>	Services Leadership	<b><i>Innovators</i></b>	<b><i>Brand Managers</i></b>
	Operational Excellence	<b><i>Price Minimizers</i></b>	<b><i>Simplifiers</i></b>
	Customer Intimacy	<b><i>Technology Integrators</i></b>	<b><i>Socializers</i></b>

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## Using 'PERFA' To Create Irresistible Offers

When combined with the Value Matrix, the PERFA model for creating Irresistible Offers proposed by Lindic and da Silva (2011) is a simple and effective guide for structuring your Irresistible Offer.

The following explanations will give you the definition of each parameter that is needed to be included in the creation of your Irresistible Offer. On the next page, are more complete definitions.

PERFA Framework	Definition	Practical Examples
Performance	The way a practice is run, with the aim of profitably serving clients better than the competition can.	Aligning services with client expectations. Regular communication with clients, going above and beyond client expectations.
Ease of use	Degree to which clients believe using a specific system or service will be effortless.	Avoiding client disruption, with solutions such as remote access to client computer system to prepare journal entries and correct computer system errors.
Reliability	The ability of your service to deliver according to the promises you make.	No missed deadlines, penalties or notices. Results of consulting engagements deliver according to expectations.
Flexibility	Your practice's ability to reallocate and reconfigure its organizational resources, processes and strategies in response to market changes.	A practice with the ability to handle the seasonal needs of a winter resort or agricultural center. A practice who is able to quickly add training and consulting services as clients grow beyond existing capabilities.
Affectivity	Feelings or emotions a client will associate with your practice, where clients use all of your applicable services. Clients become "Evangelists" for your practice.	Payroll client expanding involvement with your firm by having you provide additional services such as monthly writeup. Clients providing multiple referrals through positive word of mouth.

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## Defining 'PERFA'

**Performance** defines the way your practice works by focusing your activities in a way that will allow you to best serve your clients profitably. Or, the performance of innovations in services and products you present to clients and prospects is superior in terms of quality, technical performance, features and your ability to meet your target market's needs and demands. This perspective emphasizes innovation you develop for clients as a generator of performance.

**Ease of use** refers to the degree to which your clients believe that using your system or product will be effortless. All else being equal, if a service or product is perceived to be easier to use than another, it is more likely to be accepted by clients. However, complexity has a significant impact when introducing new services. Complexity is defined as “the degree to which an innovation is perceived as relatively difficult to understand and use.” Therefore, the easier it is to use a complex service or product, the more likely it is to be accepted by the user. Ease of use also reduces the cost (effort) included in the Irresistible Offer equation and increases its value.

**Reliability** is defined as “the ability to perform the promised service dependably and accurately.” Reliability is also the ability of a product to deliver according to its specifications. New and innovative services or products add value to the Irresistible Offer when they perform in accordance with the standard you set.

**Flexibility** in your Irresistible Offer is necessary in order to maintain the fit of your practice to the needs of your market and a changing environment. Your flexibility is defined by your ability to reallocate and reconfigure your resources, processes and strategies in response to the changes in your markets environment. Flexibility is important in a competitive environment in order for you to be able to keep satisfying customers' needs as well as maintaining or increasing customers' Irresistible Offers.

**Affectivity** addresses the feelings or emotions your clients have when working with you and using your services and products. It is highly correlated with a sense of belonging to a certain group or class. It is also correlated with the concept of co-branding where a brand or company may be associated with the attributes of the product or benefits derived from it. Building a brand generates emotions and feelings among your clients customers.

# Creating Your Irresistible Offer

<b>What is your proposed value proposition?</b>	
What is the <b>generic Irresistible Offer</b> embodied in your proposed value proposition?	
What level of <b>Performance</b> have you shown in your practice that will allow you to deliver your proposed value proposition?	
How <b>Easy</b> is the solution that is built into your proposed value proposition?	
How much <b>Reliability</b> have you shown in your practice that will demonstrate your ability to deliver your proposed value proposition?	
Do you have the internal <b>Flexibility</b> that will allow you to deliver your proposed value proposition?	
How do you see your clients developing any <b>Affection</b> from the solution you present in your proposed value proposition?	
<b>Now, make adjustments to your Value Proposition, and restate it here as an Irresistible Offer.</b>	