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*Building elite sales teams*

# **CAPABILITY TRANSLATOR**

Steve Kraner  
(703) 966-0192  
SteveKraner@softwaresalesgurus.com

[www.softwaresalesgurus.com](http://www.softwaresalesgurus.com)

# Capability Translator

1. Pick a product or service
2. Describe a key feature
3. Pick a title of a person you want to meet
4. Pick a vertical market, profession or government agency
5. Describe a benefit that applies to this person
6. Describe differentiator that makes your solution better
7. Enter the persona’s problem or aspiration, to which your differentiator is the solution.
8. Create a link from the KNOWN to the NEW.
9. Create a Paradoxical Intent Question to reveal the need.

Your Solution	Target Persona
1. Your Product/Service: <i>Credit card processing tied into Salesforce</i>	3. Target Title: <i>President or Owner of a Salesforce reseller</i>
2. Key Feature: <i>Credit card processing that is linked directly to contacts</i>	4. Target Vertical: <i>Salesforce resellers/CRM consultants</i>
5. Benefit to this persona: <i>Solidify relationships with existing clients by offering another business solution. The more value you provide the greater the chance of renewal. The more ways you are tied to a customer, the harder it is for them to get rid of you.</i>	7. Problem or Aspiration  Problem: <i>Customers who do not renew their Salesforce agreements.</i>  Aspiration: <i>New ways to give Account Managers or Customer Success Managers guidance to proactively do things to make renewals happen.</i>
6. Differentiator: <i>Easier to deploy</i>	9. Paradoxical Intent Question: <i>In the banking industry, if a client has multiple types of accounts with a bank, they are unlikely to leave. I know you guys are always a step ahead. Would adding credit card processing help lock in your Salesforce customers – or are you satisfied with your current Salesforce renewal rates?</i>
8. Link the new to the known:  <i>In banking, if a customer has five accounts they are a customer for life.</i>	