



Consulting Industry Best Practices
Global Perspective | Innovative Learning

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WELCOME!



Top Echelon



Positioning Your Value

Early and Often in the Decision Process

Based on the insights, *groundbreaking*
research and *global validation* of
Acclivus R³ Solutions

We live at a time when change appears to be coming at us at a faster rate than ever before, time to adjust between changes is shorter and shorter, and making change a part of life has become more important.



THE DECISION PROCESS

“You cannot know where you are in your selling process unless you know where the client / candidate is in the buying process.”

- Randall Murphy

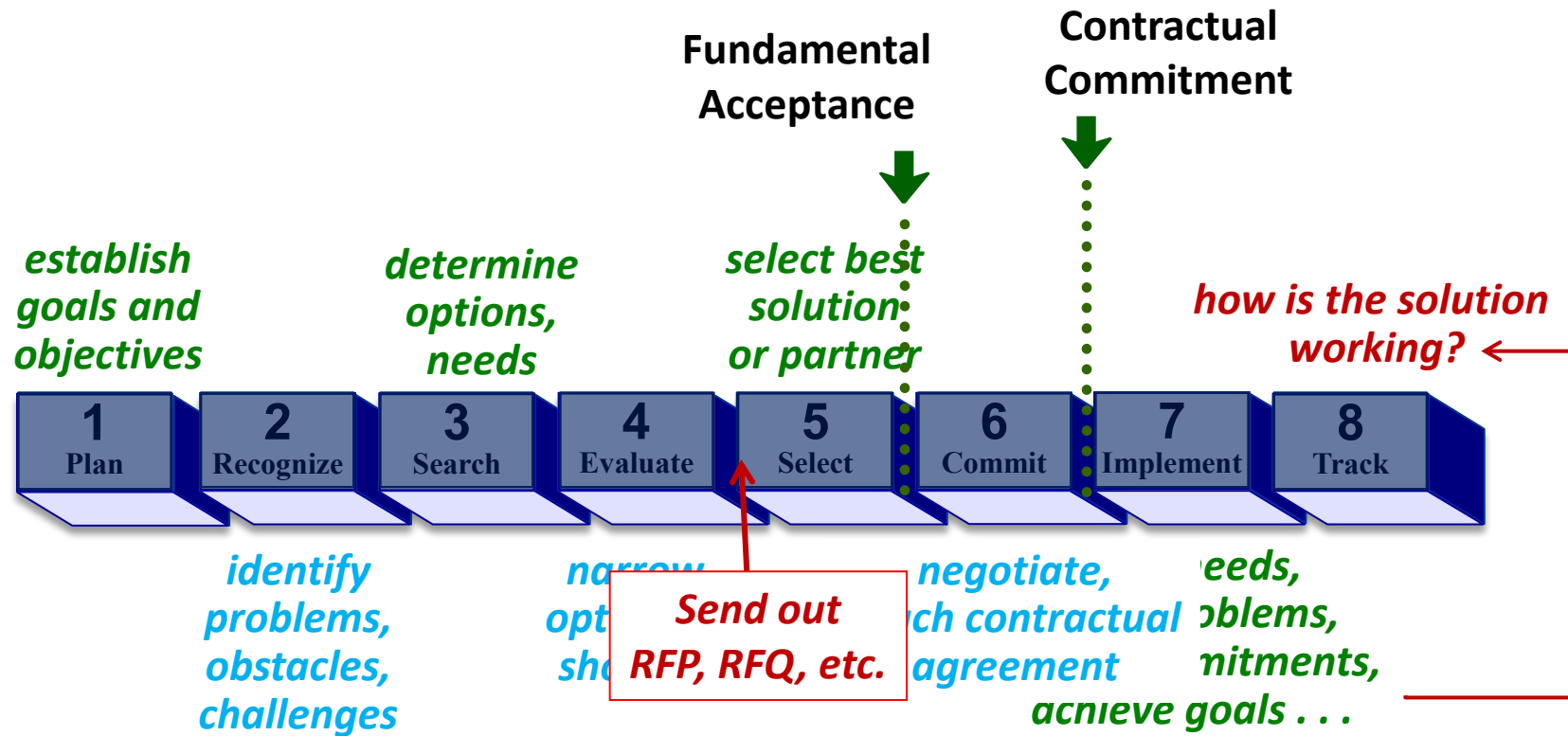
THE DECISION PROCESS™

“High Risk”

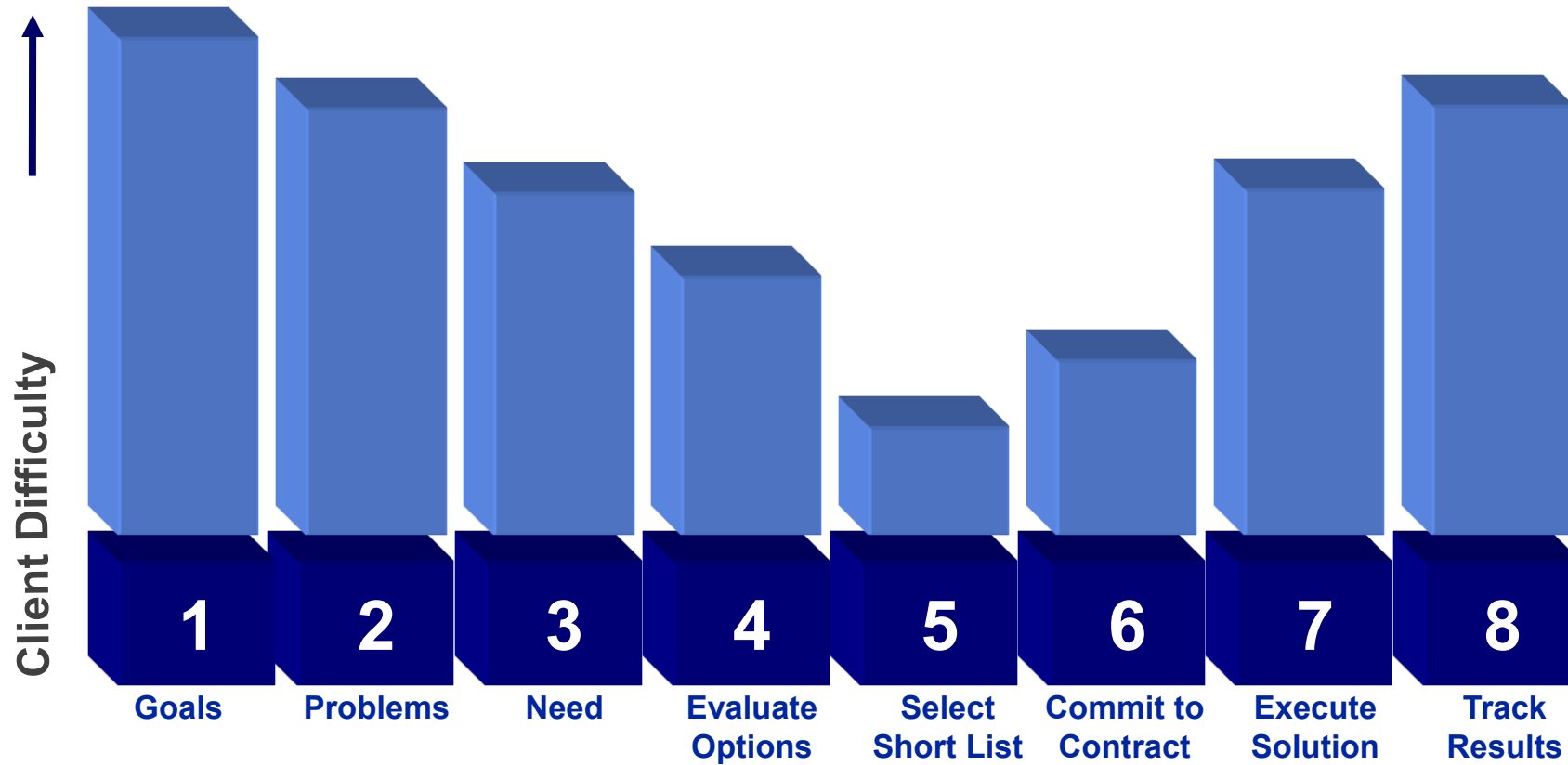
“High Value”



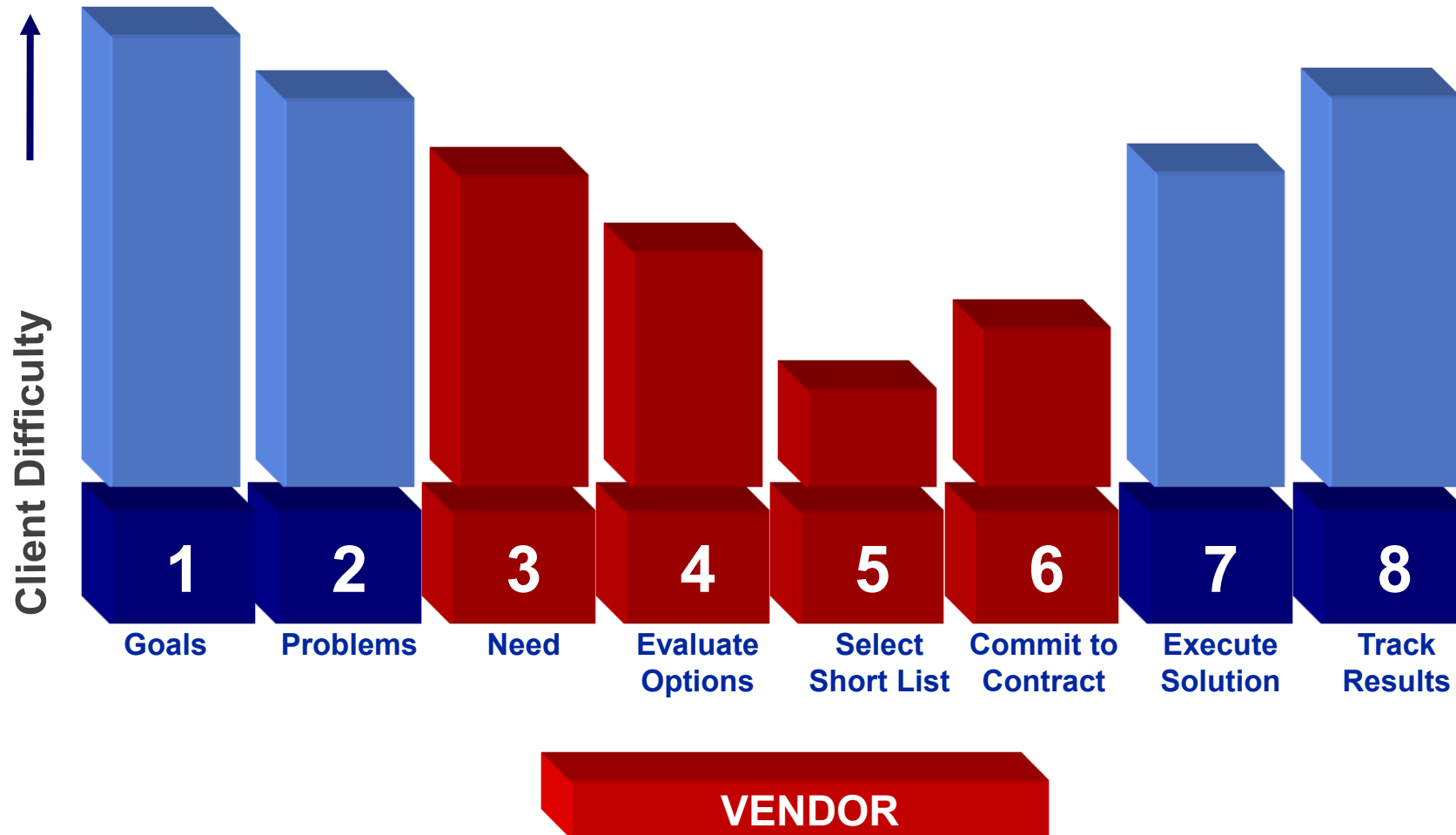
THE DECISION PROCESS™



8 STAGES OF VALUE POSITIONING



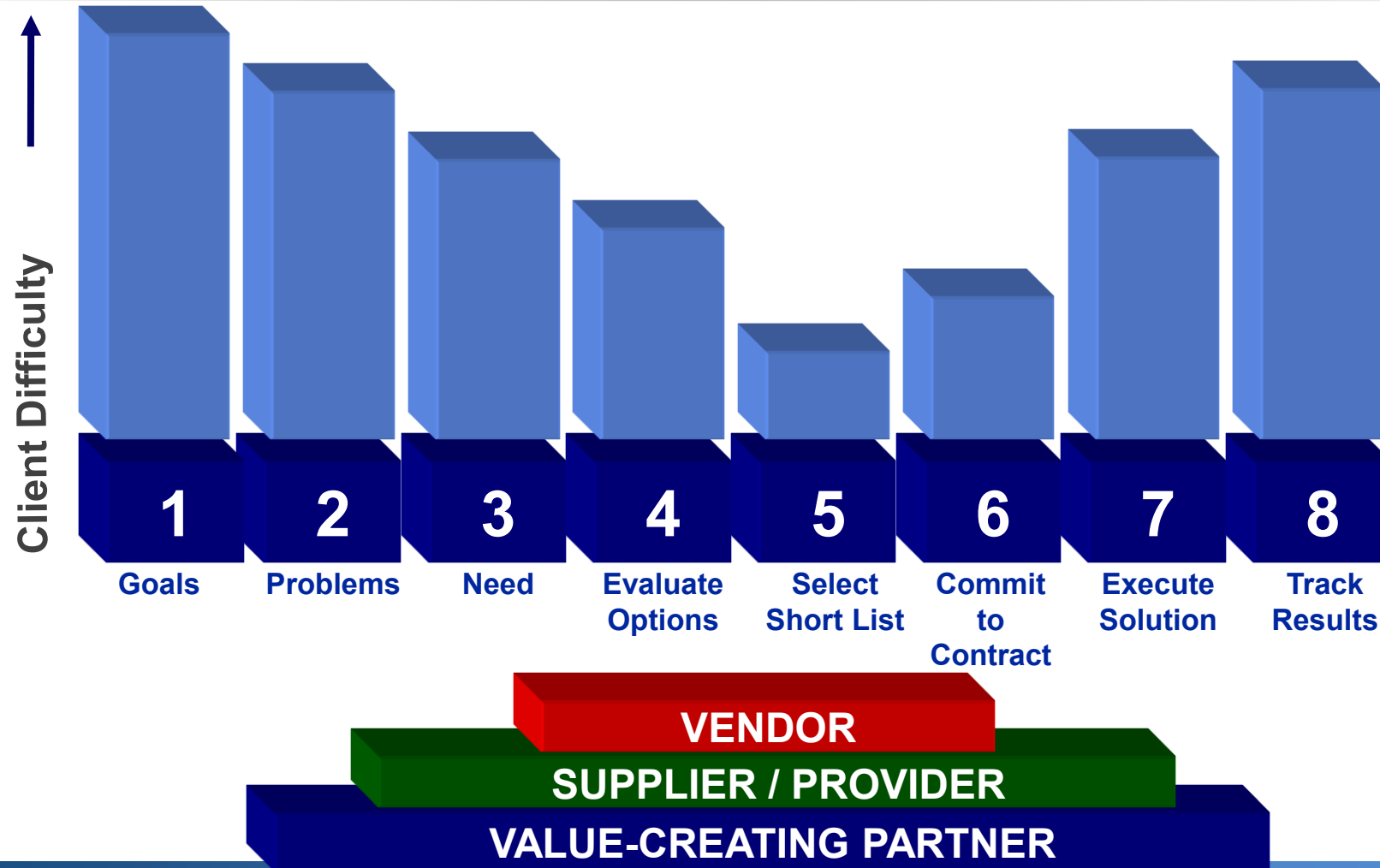
8 STAGES OF VALUE POSITIONING



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AI: BETTER POSITIONING

- Role Context

You are an executive recruiter / business development professional. Your job is to create compelling outreach materials tailored to the prospect based on their LinkedIn profile and company website. The goal is to both open the conversation effectively and prepare *positioning statements based on your knowledge of the prospect that will drive meaningful engagement*.

- Input You Will Receive

- A LinkedIn profile (individual's background, title, role, and responsibilities).
- A company website (overview of products, services, market positioning, and recent updates).

AI: BETTER POSITIONING

- Your Outputs: You must generate two deliverables:
- Introduction with a Compelling Connect beyond the obvious
- A short, professional outreach script (suitable for LinkedIn, phone, text, or email).
- Must include:
 - A personalized connection hook (based on their role, background, or company strategy).
 - A clear value proposition (showing how your solution is relevant to their role/company).
 - A soft call to action that invites conversation without being pushy.
- The tone should be confident, personable, and business-focused.

AI: BETTER POSITIONING

- **You said:** here I added the profile URL and the website.
- <https://www.linkedin.com/in/robert-duffy-0213b12/>
<https://www.bwxt.com/>
- **ChatGPT said:** Here's what I would draft for outreach to Robert "Bob" L. Duffy, SVP & Chief Administrative Officer, BWXT (based on his background and his company) — plus a set of discovery questions tailored to his likely priorities.

AI: BETTER POSITIONING

- Introductory Script / Outreach
- Subject line ideas (if via email / LinkedIn):
- “Bob — aligning HR & operations with strategic growth”
- “Bridging administrative functions & performance at BWXT”
- “Insights for CAO — optimizing support functions in high-complexity orgs”

AI: BETTER POSITIONING

Outreach Script (LinkedIn / Email / Call):

Hi Bob,

I researched your profile and saw how deeply you've integrated HR, operations, safety, continuous improvement, and talent development over the decades — from *L3Harris* to now leading administrative functions at BWXT.

At [My Company], we specialize in helping organizations like yours unify cross-functional support activities (HR, EHS, supply chain, continuous improvement) under streamlined governance and data models. What many of our client CAOs tell me is that administrative functions are too often siloed, which limits visibility, slows decision cycles, and constrains scalability.

I'd welcome a brief conversation — 15 minutes — to learn how BWXT is thinking about modernizing administrative operations and share a few ideas we've used elsewhere to deliver measurable ROI in those areas. Please mark a time and date on my Calendly that works best for you next week.

Thank you,

[Your Name]

[Your Title / Company]

[Contact Info / Calendly Link]

AI: BETTER POSITIONING

- **Alternate shorter connect (for cold LinkedIn message):**
- Bob — your journey weaving HR, safety, and continuous improvement really stands out (especially at firms like BWXT). I believe there are significant gains from harmonizing those support functions through data and process modernization. Would you be open to 10 minutes to exchange ideas?
- **Why this approach is effective:**
- It references Bob's experience and transitions (L3Harris, United Technologies, etc.) to build credibility. *It positions your value in terms of integration, efficiency, and visibility across administrative functions — areas he's likely accountable for.*
- It asks for a low-commitment conversation rather than a hard sell.
- You can adapt this for phone scripts or voicemails by shortening the intro and ending with the "Would you be open to a chat?"

BEST PRACTICE

Positioning Value

“What differentiates sellers today is their ability to bring fresh ideas in to play.”

- Jill Konrath



POSITIONING YOUR LEGITIMACY

You and your organization have legitimacy, or credibility, to the extent that your client/prospect respects:

1. Your Reputation (what clients/candidates say about you)
2. Your Expertise (your area of specialty or niche focus)
3. Your Policies/Process (the systems / steps in place for alignment)

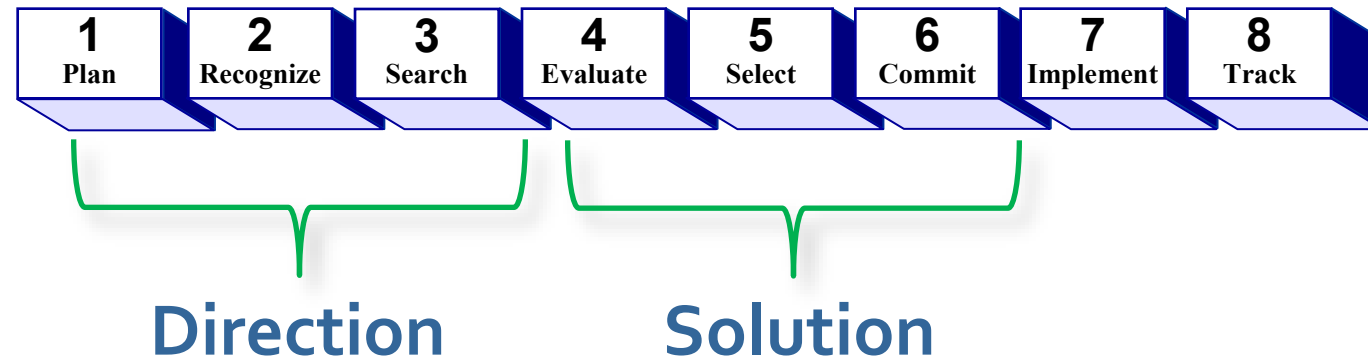
You can often use that legitimacy or credibility as the basis for making early recommendations, suggestions, or responding to demands and resistance.

RECOMMENDING

- Recommending an approach for **direction** typically occurs early in the customer decision process to “get the ball rolling.”
- Recommending an approach for **solution** occurs later in the process and sets the stage for your presentation.

RECOMMENDING

Recommend an approach for...



RECOMMENDING

1. Support goals/problems
2. Recommend approach
3. Listen/Probe for acceptance

YOUR WORDS MATTER

Language
determines the
Conversation

Conversation
determines the
Relationship

Relationship
determines the
Outcome



CRITICAL SOUND BITES

Your value proposition / alignment

"The key to ensuring you have the strongest possible sales and support team is by having a constant pulse on your marketplace....."

"Our work involves knowing the key players in your market and communicating with them on a daily basis....."

"I can provide you with information on exactly who is considering their next career move, and who is considered top tier in this exact area of sales."

YOUR VALUE PROPOSITION

Critical Sound Bits to Ensure Alignment

"Our tenured teams of industry professionals work on a national level to source and recruit only the best talent for your desired position, so we can find you the perfect match with unparalleled speed and precision."

"Finding the right match requires an optimized acquisition strategy, industry expertise, impeccable judgement, and a commitment to leaving no stone unturned. That's who we are and what we do."

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