

# The **CARE Method** For Value-Based Selling

## CURIOSITY

Ask questions that uncover real challenges.

- Walk me through your current process...
- What's your biggest bottleneck you're experiencing?

## ACKNOWLEDGE

Validate their challenges before presenting solutions.

- That sounds incredibly frustrating...
- I can see how that would slow everything down...

## REFRAME

Connect their challenge to bigger business implications.

- So, if we solve this, you'd not only save time, but also...
- This sounds like it's affecting efficiency and growth...

## EVIDENCE

Provide specific, measurable outcomes.

- We've helped a similar company reduce processing time by 60%...
- Our client saw a 3x increase in...