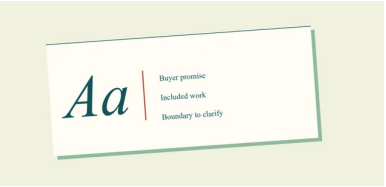
Offer clarity review



We rewrite the promise and scope of one existing offer after a 30-minute founder briefing.

Who it helps

Founders and managing directors

The problem to solve

A service may generate enquiries that stall because buyers cannot tell what the offer commits the business to deliver.

Working through the brief

1. **Hold the founder briefing**

   Gather the agreed inputs. Current offers, selling prices, buyer evidence and delivery constraints.

2. **Identify unclear promises and scope**

   Track “Buyer promise” and “Included work” together so the reviewer can connect the source information to the result.

3. **Rewrite one offer**

   Use the revised promise and scope to make sales conversations more specific and reduce mismatched enquiries.

4. **Check the scope at handover**

   Third-party data and work beyond the agreed business unit or market are separate.

Worked example

Prospects understand the activity but cannot name the result. Rewrite the offer around the deliverable they can assess.

Read the service scope / STR-007

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