

VALUE PROPOSITION

One of the most important things for a company is a value proposition. Many people confuse a Value Proposition with Unique Selling (or Marketing) Proposition, but they are different.

*A value proposition is clear statement that **identifies your customer(s), explains how your products or services solves that customer's problem or improves their situation, and what the tangible benefit or result is for them** by using your product or service. It's **outcome focused** and stresses the business value of your offering. It may sometimes combine with an statement on why the customer should buy from you and not the competition.*

WHAT IT IS NOT

It is not your mission statement, your USP or your elevator pitch.

It is not a slogan, description of your services or product or information about your company.

Knowing what “value” you bring to your ideal customer(s) will help you develop a consistent marketing messaging in all your communications — both inside and outside of the organization.

What makes a good value proposition:

- Clarity! It's easy to understand
- It communicates concrete results a customer will get using your products and/or services
- It avoids hype ('miracle product'), superlatives ('best', cutting-edge) and business jargon ('value-added', 'industry disrupting').

Here are some samples to get started.

SAMPLE 1

Geoff Moore popularized this concept in his book, *Crossing the Chasm*. This template helps answer the questions a value proposition should answer.

For _____ (target customer) who _____ (statement of the need or opportunity) our (product/service name) is _____ (product category) that (statement of benefit) _____ .

EXAMPLE: For non-technical marketers who struggle to find return on investment in social media, our web-based analytics software translates their engagement metrics into actionable revenue metrics.

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SAMPLE 2 - X, Y, Z

Steve Blank explained that if you can't easily explain why you exist, none of the subsequent steps matter. Once you have a statement using the X, Y, Z format, ask people if it makes sense. If it doesn't, give them a longer explanation, and ask them to summarize it back to you.

"We help X do Y by doing Z".

EXAMPLE: We help non-technical marketers discover return on investment in social media by turning engagement metrics into revenue metrics.

TIP:

Include numbers and percentages

To grab your customer's attention even faster in this financially-oriented world, your value proposition should also speak percentages and numbers.

- How much will your customer gain, save or improve?
- How much more efficient will he or she become?
- How much safer, smarter, faster, brighter will the solution be?

➔ **FOR EVEN MORE TIPS ON CREATING A VALUE PROPOSITION, SEE ATTACHMENT 2**

SAMPLE 3 - WITH DIFFERENTIATOR

"Our _____ helps _____ who want _____ by _____ and _____".
(unlike _____)

EXAMPLE: Our BIG program helps small businesses who want to increase their revenue by creating customized, focused marketing strategies that generation more leads and close more sales, unlike cookie cutter programs from other agencies.

Can also out the differentiator first: *Unlike cookie cutter programs from other agencies, our BIG program helps small businesses who want to increase their revenue by creating customized, focused marketing strategies that generation more leads and close more sales.*

➔ **Now it is your turn. Write your value prop:**