

Craft the Value Story

Determining what the value proposition is for your product or service can often be elusive. Typically value propositions are developed from the “inside-out” – with a focus on the product or service, rather than the customer it is trying to attract. Getting clear on what value your organization’s offerings deliver can depend on the point of view of different members and of your team: product development, branding, sales, product marketing. The bigger questions are what attracts a customer, and what the story is that will resonate with them the most. Many product or service-centric value proposition statements miss their mark because they are too

Shift the Value Focus

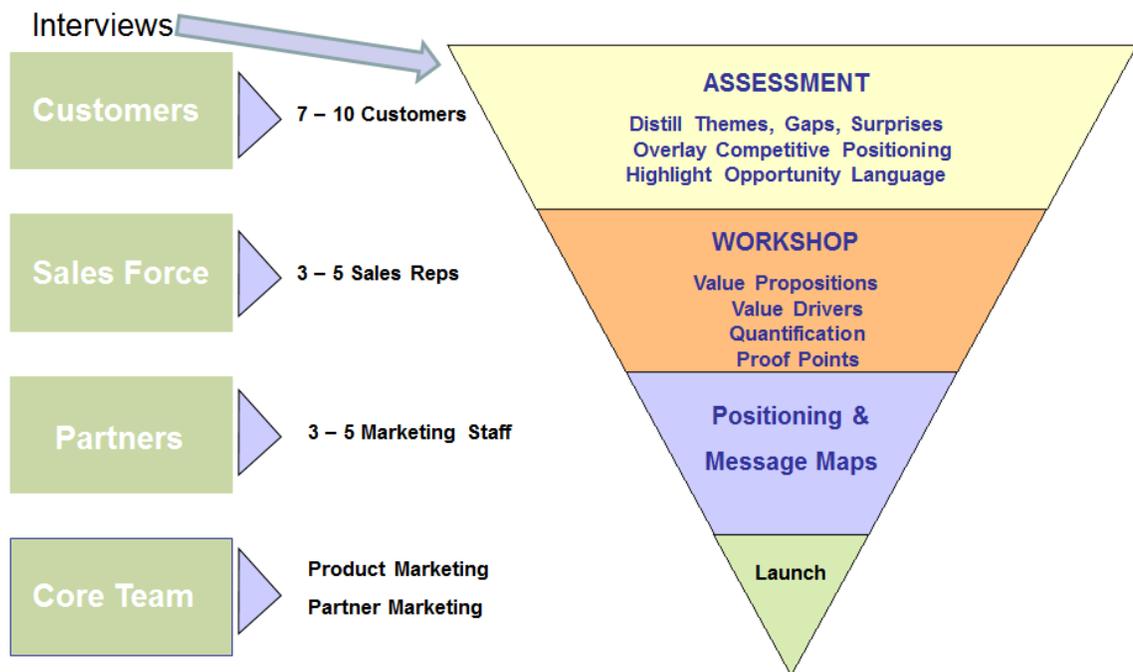


There are a number of value proposition definitions and deciding which one will be the basis for your approach is crucial in developing a statement that will deliver the right value message. Any customer will tell you, “It’s about me. Not your company, not your product.” Given this reality, a value proposition should be a *customer-focused description of value that demonstrates your knowledge about the customer's experience or challenge and your specific offer to address it, underscored by what differentiates your offer from any other.*

Answer the Right Value Question

The standard question that value propositions seek to answer is well known: **“Why should I buy your product?”** Because that is such a broad question, the answers tend to focus on a long list of features and benefits. The challenge is many of them may be very similar to competitor offerings. Further, our inclusion of what is most beneficial to the customer is often based on assumptions fed by a product-centric organizational view. The real value question that prospects want to have answered is **“What is most important for me to consider in making a decision?”** To answer that well, you need to consider what’s different, what’s comparable and what’s unclear about all offers. Further, you need to know what the customer actually values and build that into the value proposition statement. Back that up with quantifying how your offer delivers on that value, as well as providing proof – and you have a story worth consideration.

Knowledge Value Proposition Development Program: Moving to a Customer Driven Approach



The program is customizable for:

- B2B or B2C product or service offerings
- Single or multiple value propositions
- Joint value propositions with partners
- Interactive workshop with marketing teams

Final Outputs:

- **Testing with Target Audiences**
- **Final Value Proposition(s)**
- **Final Positioning Statements**
- **Message Maps**
- **Roll-out Presentation for Internal Marketing and Sales teams**