

Finding your Value Proposition Worksheet

Exercise 1: Finding your Value Proposition

1. Establish the Customer's Current Situation

Without your product or service, how do your customers do things today?

2. Define the Problem or Gaps for your Customer

What problem(s) does your offering solve? What opportunities does it create?

3. Clarify the Business Implications for the Customer

Explore the “Ripple Effect”. Identify any other area(s) for your customer which may be impacted by the problem(s) or gap(s).

4. Define the Value for your Customer

What is the pay off or the benefits for the customer (tangible values – ie. solves a problem, cost savings, efficiency gains) from using your product/service/solution?

Exercise 2: Writing your Value Proposition

Use the space below to write a draft of your value proposition.

Peer Review

Following the workshop today, undertake a peer review and seek feedback from others. Describe your customer and request that they listen from that perspective.

Ask them:

- What caught your attention?
- Is the message clear and easy to understand?
- Is it reflective of the true value I bring customers?
- How can I make it stronger?

Customer Feedback

Your existing customers are your very best resource to find out the value you bring. Tell your customer you need help understanding the real value of your offering and you would like a chance to learn from their perspective to further improve your business offering.

Ask them:

- Why do they buy/continue to buy from our business?
- What value did my product/service/solution provide to their company?
- Where do the benefits show up?
- How did that help your bottom line?
- What improvements did you realise?
- How did it impact performance?

Ask these questions to more than one person in your customer's organisation. Talk to people in different areas and in different positions. They each have a unique and highly valuable perspective as sometimes you'll hear something completely new from one person that will provide you the information that you need to create a much stronger value proposition. Also be prepared to receive negative criticism from your customer, however take this as constructive feedback and utilise this as an opportunity to improve and further strengthen your business.

Further refine your value proposition by analysing the results obtained over time to generate a far greater impact.