Developing your Value Proposition Factsheet

Value Proposition Development

Strong value propositions open doors and create opportunities for you to sell your products or services. They are financially oriented and speak to the critical issues your target market is facing.

To craft a strong, customer-enticing value proposition, make sure you include all these elements:

1. Business Drivers

Determine the primary business reasons that customers would use your product/service/solution. This is what decision makers (buyers) really care about as it highlights the WIIFM aspects of your offer.

●Lead conversion rate	●Operational costs	●Waste
●Compliance	●Labour costs	●Turnaround time
●Collections	●Productivity	●Customer retention
●Downtime/uptime	●Share of customer	●Profit Margins
●Cost of goods sold	●Time to profitability	●Market share
●Time to market	●Lifetime customer value	●Sales velocity
●Inventory turns	●Employee turnover	●Revenues
●Response time	●Sales per customer	●Asset utilisation
●Cycle time	●Sales cycle	●Time to market
●Competitive differentiation	●Minimised risk	●Billable hours

2. Movement

Customers will not change unless your offering is significantly better for them compared to their current status quo. A strong value proposition always includes movement.

●Increase	●Save	●Enhance	●Improve	●Free up	●Revitalise
●Cut	●Accelerate	●Squeeze	●Grow	●Eliminate	●Shrink
●Improve	●Reduce	●Strengthen	●Balance	●Minimise	●Maximise
●Faster	●Decreased	●Additional	●Develop	●Generate	●Build

3. Metrics

Adding metrics makes your value proposition even stronger and more believable and provides a measurement of the tangible benefits of your offer. These figures have to be quantifiable and justifiable however don't round your numbers. Keep them realistic as they are more believable by the reader and represent a true reflection of the benefit to the customer of your product/service/solution.

●Time framed	●Dollar amount	●Percentages

Sample Value Propositions

Web Marketing: We help retailers increase their online sales conversion rates by up to 80% and their average order size by 30%.

Document Management: We help distributors reduce their order-to-cash processing costs by an average of 67.2% at the same time they increase customer satisfaction.

Sales Training: We help companies crack into big accounts and shortened sales cycles. One of our recent clients had an 87% success rate in getting into the largest company.

Software Development Company: During an 8-week trial with one retailer utilising our new POS software, their revenues jumped 10%, unit volume increased 6% and net profit grew 2% due to their price-optimization capabilities. Payback is expected within 12 months.