

Value Propositions Cheat Sheet



What is a Value Proposition?

- A good value proposition helps clients grasp the value of what you are selling compared to other options
- It is a statement that specifically addresses how aspects of an offer positively affect a customer's business.
- It offers clients something they want and gives them a good reason to choose you over your competitors.

Benefits

- It explains the benefits of using your product or service and what problems it solves to your ideal customer.
- It describes to your target buyer the pain point that you can solve.
- It outlines what makes your company or solution unique and superior to alternatives.
- A value prop may determine if a potential customer responds to a sales pitch or not

Best Practices

- Sell the value based on client benefits.
- Link benefits to your unique selling points.
- Use effective price-to-win methods.
- Quantify the payback.
- Make it visual
- Structure your value proposition in a logical, orderly way.
- Focus on the right kind of impact.

Tips

- Keep it short and simple.
- Know your audience.
- Be clear.
- Focus on benefits over features.
- Be specific.
- Focus on the value to the customer.
- Be relevant to customer needs.
- Tell a story.