

Why is a Value Proposition Important?

Your customers are looking for solutions that will directly or indirectly improve their competitive advantage. As part of the sales process, buyers expect to hear specifically how your products or services will contribute to their success—and why you're uniquely qualified to deliver that value. Your value proposition serves as the foundation for all of your marketing efforts and defines what makes you different from alternative solutions.

A value proposition:

- Promises to solve a specific problem or accomplish a specific goal
- Clearly describes how prospective buyers benefit from using your solution
- Ideally identifies quantifiable outcomes buyers can expect as a result of buying/implementing your solution
- Demonstrates you clearly know your target prospects, what they're trying to accomplish and where alternatives fall short
- Enables you to offer must-have solutions and create compelling marketing messages

Solid, compelling value propositions are:

- Distinctive—they distinguish the value you offer vs. the value they'd get elsewhere
- Measurable—they deliver quantifiable outcomes and benefits and provide a reason for the buyer to take action now
- Defendable—they provide evidence to support your claims and reduce the buyer's risk
- Sustainable—they stand the test of time and can be delivered consistently

Value proposition formula:

We help **[identify your ideal prospects]** that **[need help with the pressing problem you address]** succeed by **[outcomes/results you deliver]**. Unlike **[alternatives]**, **[your solution]** **[describe main benefit/why your solution is the best choice]** as demonstrated by **[evidence you'll deliver on promise]**.

Example:

BB Marketing Plus:

BB Marketing Plus works with [B2B companies that have long sales cycles] to [increase sales productivity]. Unlike [companies that make cold calls for you or develop lead generation campaigns], we use [our Revenue Accelerator Methodology] to [make sure you get the right message to the right person at the right time about the right solution—and motivate them to act] as is evident from [our clients' testimonials].

What is your value proposition?

We help _____ that _____
 [identify your ideal prospects] [need help with the pressing
 _____ succeed by _____. Unlike
 problem you address] [outcomes/results you deliver]
 _____,
 [alternatives] [your solution] [main benefit/why your solution is the best choice]
 as demonstrated by _____
 [evidence you'll deliver on promise]

Value Proposition Checklist: (answer Y or N)

- ___ Does it accelerate revenue by focusing on the most profitable target markets and offering specialization vs. general solutions?
- ___ Is it clear, concise and easy to understand?
- ___ Does it speak to the buyer's heart—emotions?
- ___ Does it speak to the buyer's head—facts?
- ___ Does it address a pressing high-priority problem (and/or specific aspects of that problem)?
- ___ Does it focus on a single benefit? (Which benefit do your customers value most?)
- ___ Is it specific vs. general?
- ___ Is it about quantifiable outcomes vs. process? (Allows them to do specific tasks faster and easier, save time, save money, improve quality, get more work done, better serve their customers)
- ___ Does it differentiate you from other options? Elevate you above the competition?
- ___ Does it communicate why your best customers buy from you and why they come back?
- ___ Does it give them tangible reasons why they should do business with you and not anyone else?
- ___ Does it mitigate their risk by offering proof points, evidence, guarantees?
- ___ Does it create a sense of urgency/motivate them to buy now vs. later, refer to limited-time opportunities or negative consequences from inaction?
- ___ Does it include a call to action? (Otherwise it's just information!)

*NOTE: Complete for each target customer segment. Be specific, include examples.

Customer Segment*:

Demographics (# of employees, annual sales, geography, industries, other characteristics)	
Top 3 challenges/pain points (what keeps them up at night)?	1. _____ 2. _____ 3. _____
Outcome/results they're looking for? (i.e. faster, way to archive files or update machines, protect data)	
Describe your solution (from a non-technical perspective). What does it allow them to do?	
How do they do this today ("before" scenario)? What's cumbersome/costly/frustrating/overwhelming/time consuming? Be specific. (i.e. takes weeks, risk hefty non-compliance fines, costs 20% more).	
Positive outcomes/results from using your solution ("after" scenario)? What do they gain/save/avoid? Be specific. (i.e. it takes minutes vs. weeks, saves them 20% on power bill)	
What makes your solution the best choice? Why do your best customers buy from you?	
What alternative(s) do they have for this type of solution?	
How do these alternatives fall short of what they need and are trying to achieve?	
What wrong assumptions might they be thinking about solutions like yours? (i.e. it's too expensive, too complicated)	

*NOTE: Complete for each target customer segment. Be specific, include examples.

What can you tell them to show them that's not the case? (i.e. describe how easy and fast it is to implement/install/learn to use)?	
Top 3 buying considerations (price, delivery, performance, reliability, maintenance, support, response, flexibility, convenience)	1. _____ 2. _____ 3. _____
Three most common questions/objections and your responses. What may prevent them from buying and how can you re-frame it to show value?	Q1 _____ R1 _____ Q2 _____ R2 _____ Q3 _____ R3 _____
Evidence/guarantee your solution delivers the promised results? (i.e. testimonials, case studies, endorsements, well-known customers or partners, statistics, # of customers, certifications, awards, guarantees)	
Can you break down the price into an attractive amount? (i.e. only \$X/day or show how it saves them over time)	
Advantages of acting/buying now?	
Costs/consequences of not taking action/buying?	
Action you want them to take to move the sale forward/next logical step? (i.e. request free demo, download report, register for event or webinar, order/buy now)	
Response options? (The more you have, the better your response)	___ Call Contact name: _____ ___ Phone #: _____ ___ Email address: _____ ___ Visit site/landing page URL: _____ ___ Other (specify) _____
Incentive/compelling reason to act now? (i.e. months free service, percentage off, free install)	
Sense of urgency? (i.e. limited-time offer, limited seating, first 10 to register get chance to win)	