

Value Proposition Formula and Worksheet

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:

- Is an offer that 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 who your target prospects are, 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 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].

Value Proposition Worksheet

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 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 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 head—facts?
- _____ Does it speak to the buyer's heart—emotions?
- _____ 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, 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 opportunity or negative consequences from inaction?
- _____ Does it include a call-to-action? (Otherwise it's just information!)