

Value Proposition

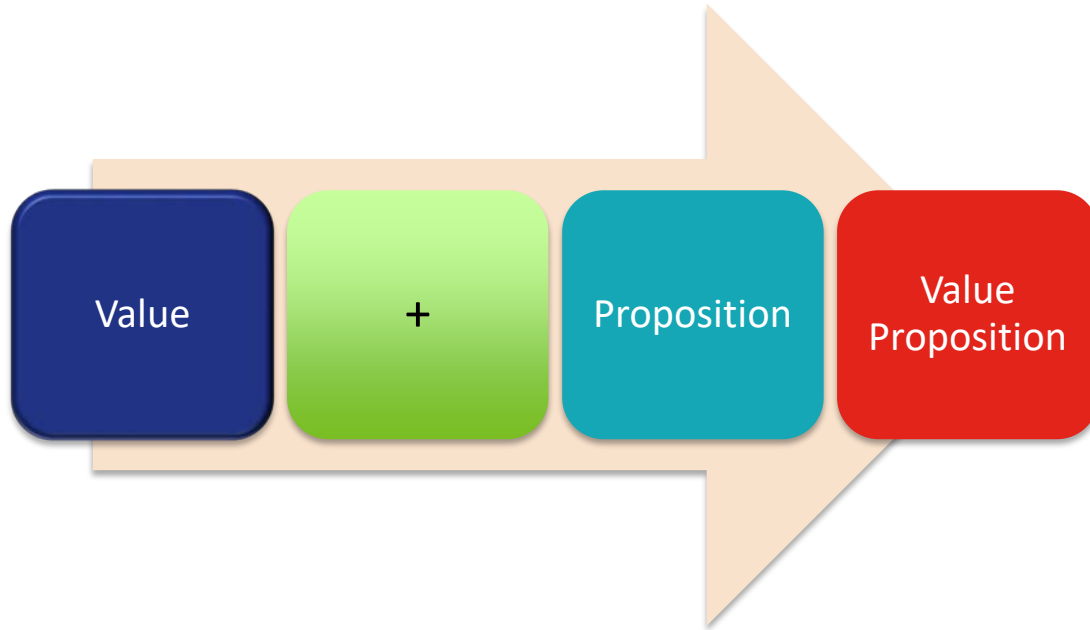
Presented by Michael McGann

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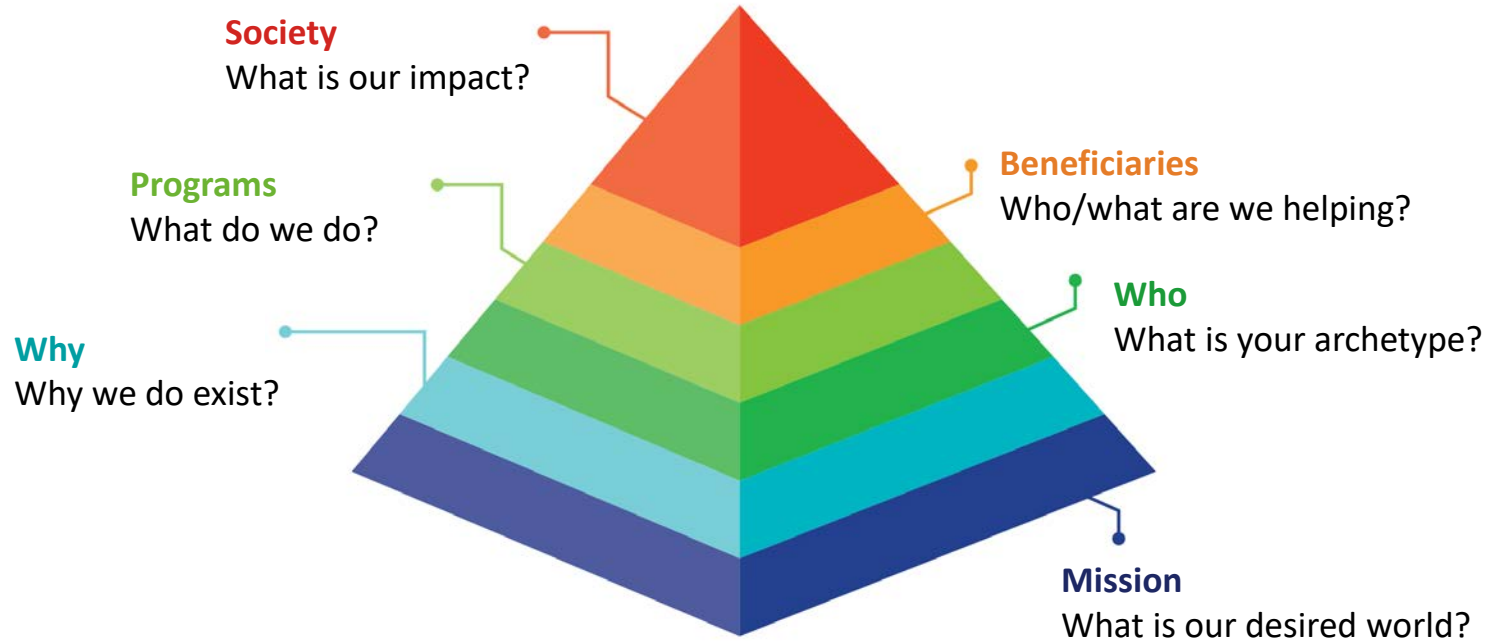
Agenda

- What is a Customer Value Proposition?
- Why is it important?
- Target audience
- Create the proposition

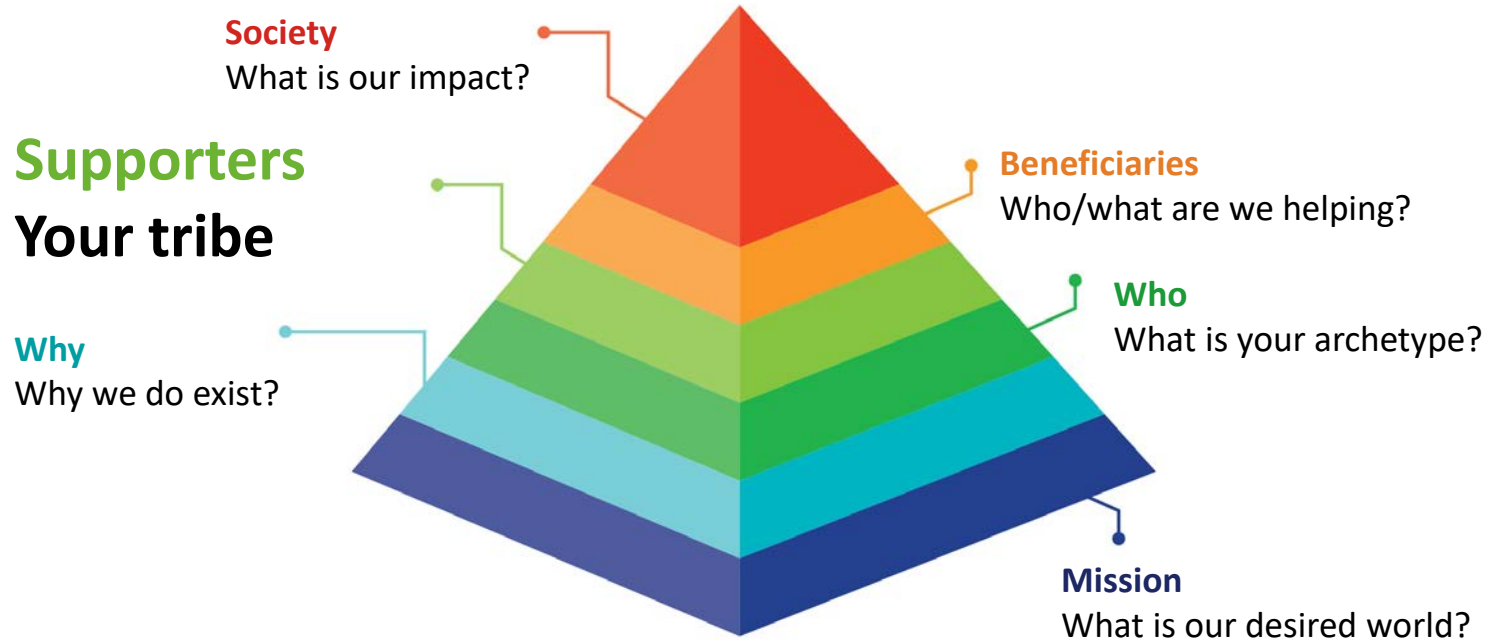
What is a Value Proposition



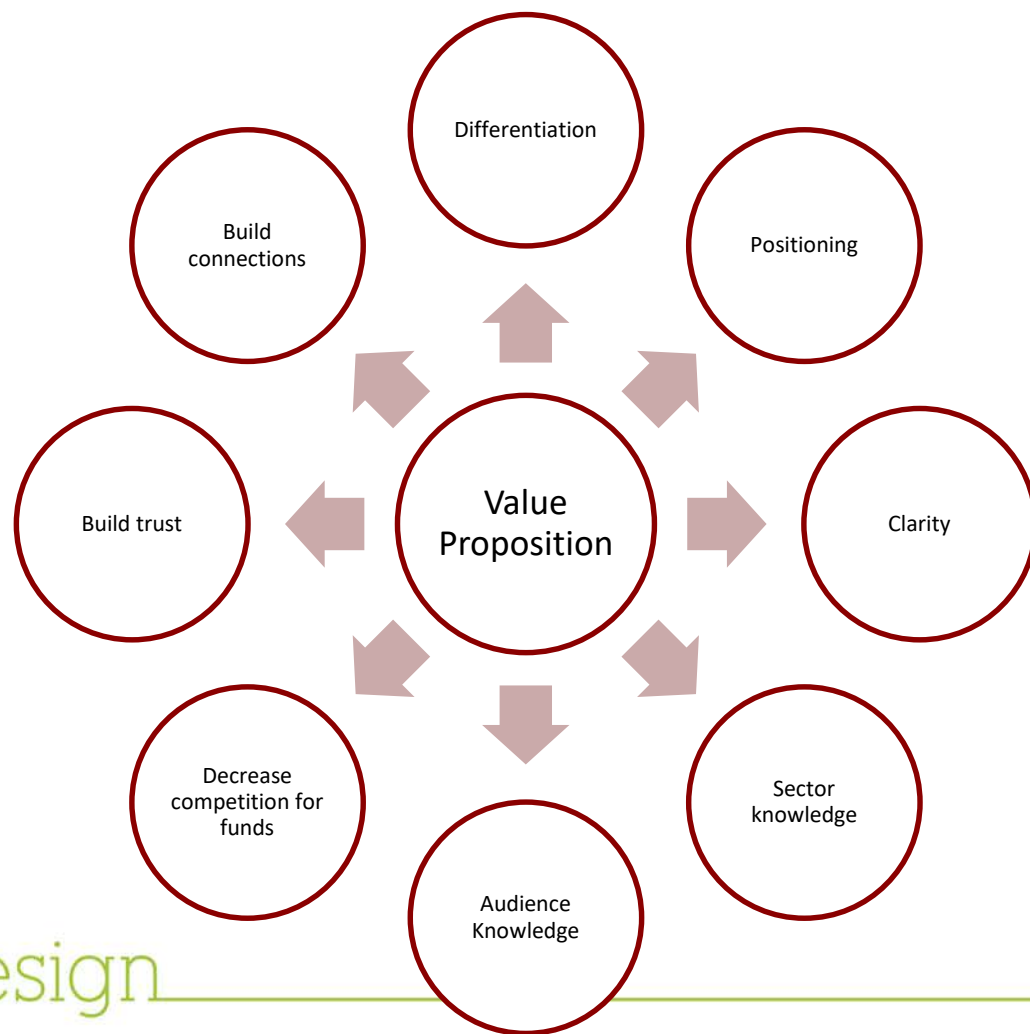
Purpose Hierarchy



Purpose Communication Hierarchy



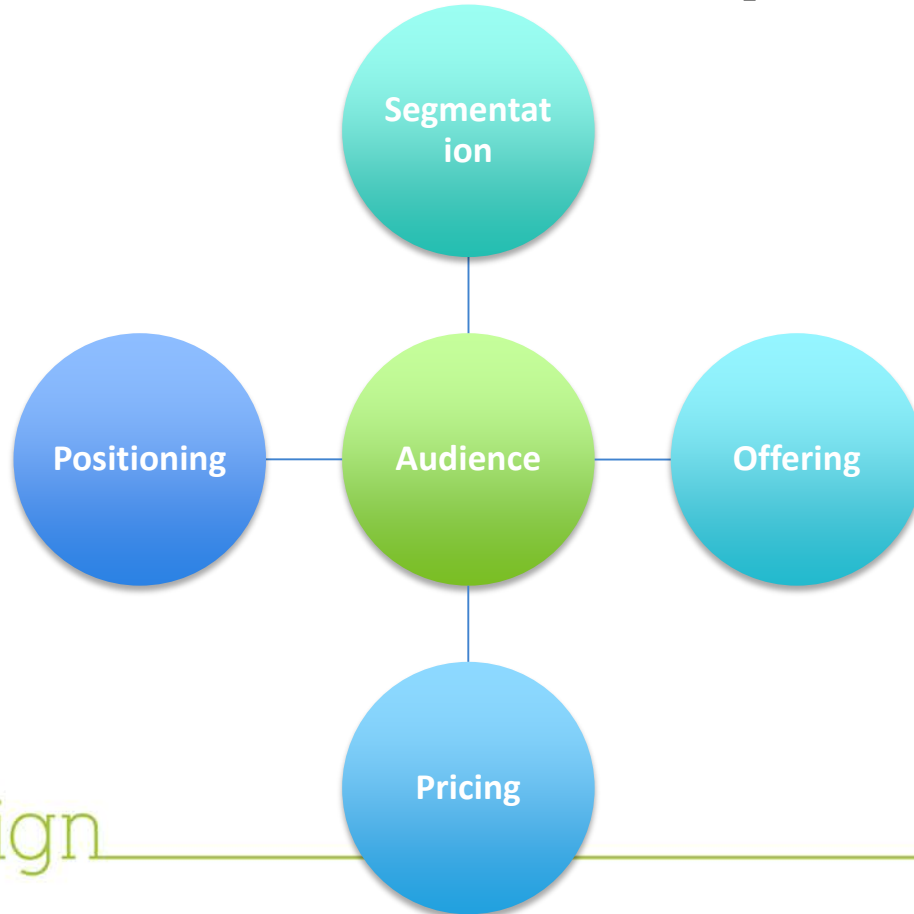
Why?



Who is your target audience?



The elements of a Value Proposition



Segmentation



Segmentation

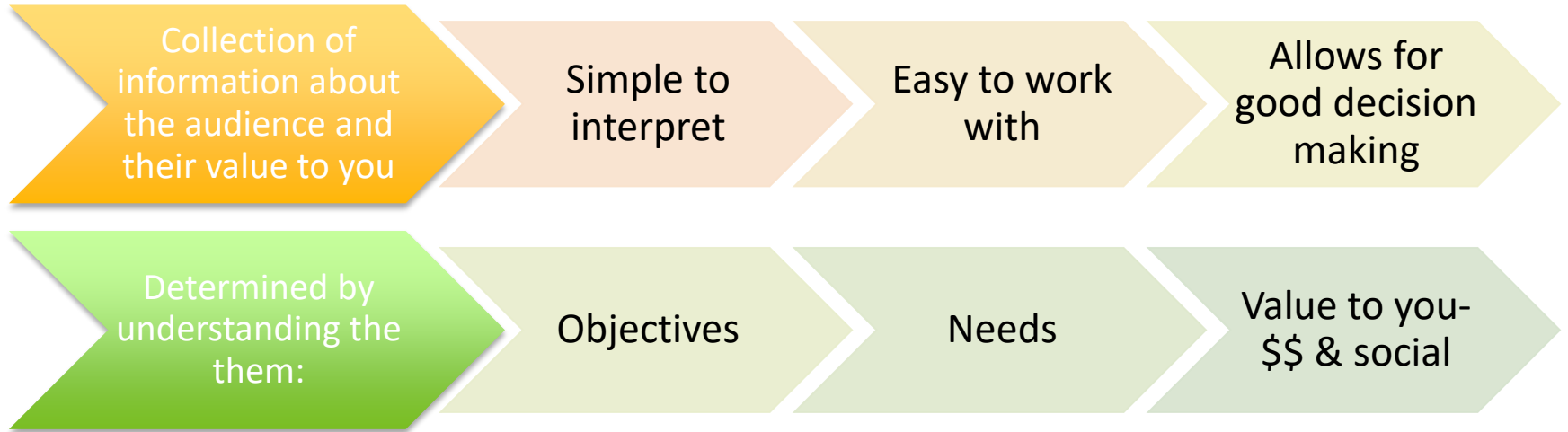
Understanding
who is your
most
important
audience

Service Offer



Structured
and
defined

Segmentation



Audience Motivation

Jobs

What are they trying to do?

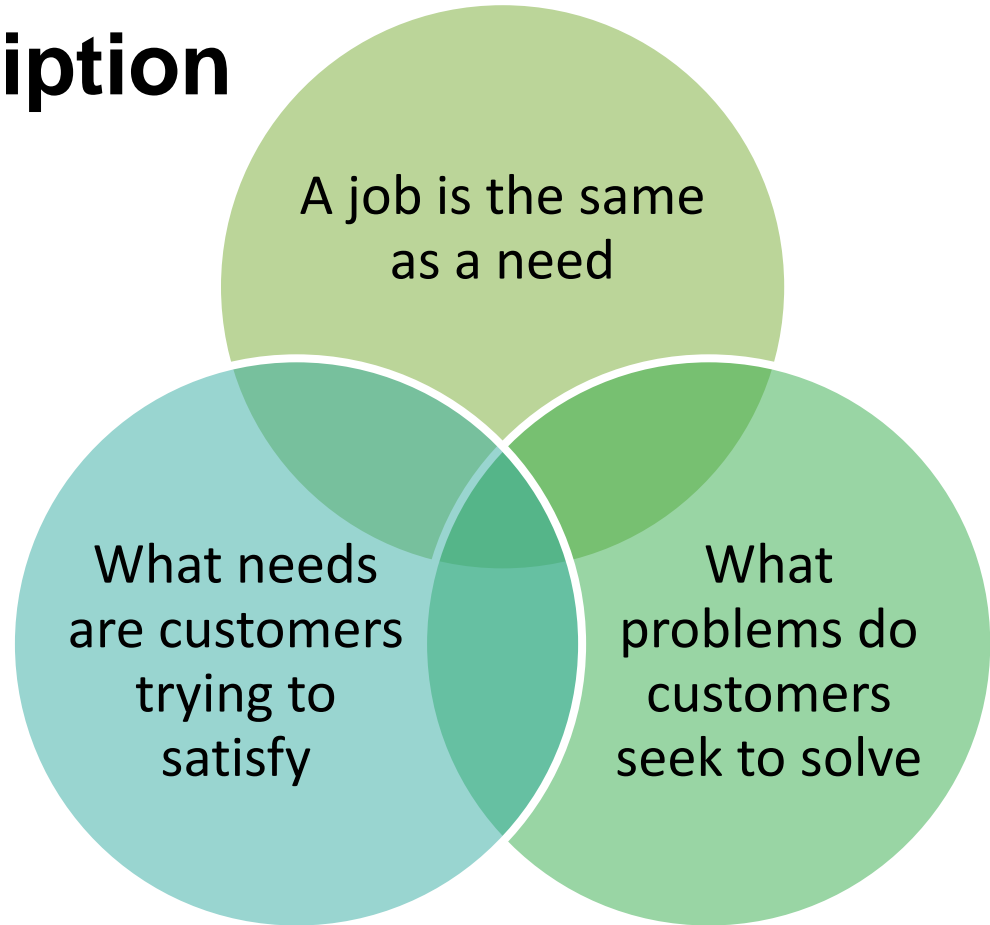
Pains

What are the negative outcomes, risks and obstacles that they might currently face

Gains

What are the outcomes they want to achieve or the concrete benefits they are seeking

Jobs – a description



Jobs – 3 Categories

Functional

a specific task to be completed

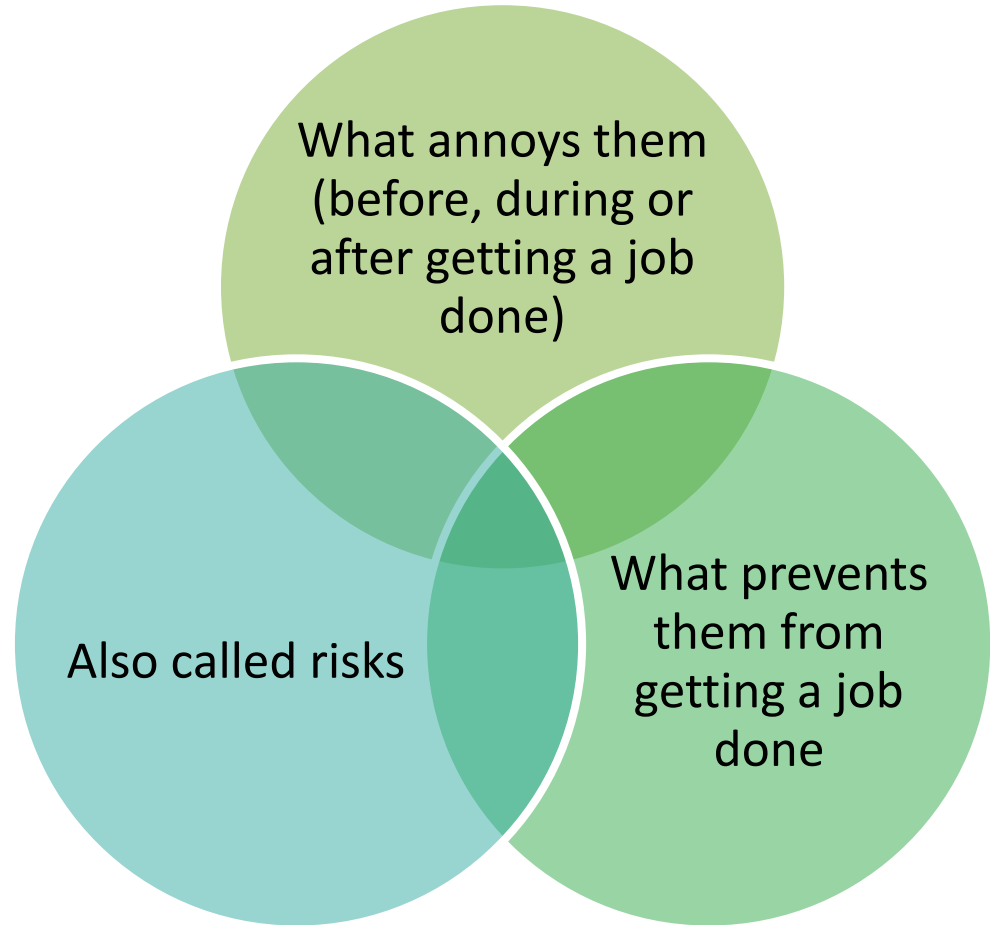
Social

they want to attain social recognition

Personal/emotional

seek an emotional state

Pains



Pains – 3 Categories

Functional

something
doesn't work,
work well or has
negative side
effects

Social

I look bad doing
this

Emotional

I feel bad when
I do this

Ancillary

It's annoying to
have to do this

Goals



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Goals – 4 Types

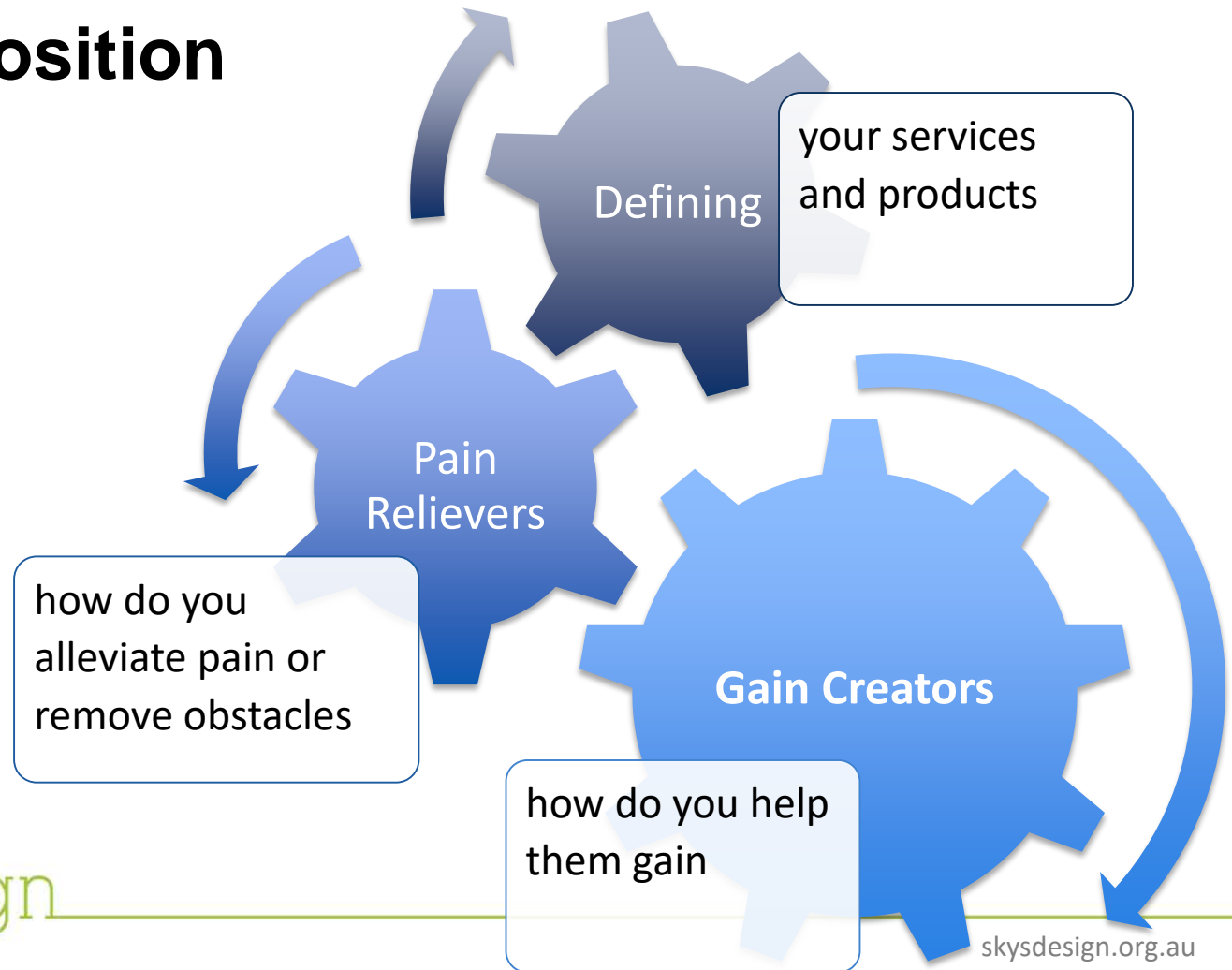


Expected

Desired

Unexpected

Value Proposition



Positioning

The development of a statement that clearly articulates the key benefits you deliver to clearly defined target clients with particular needs

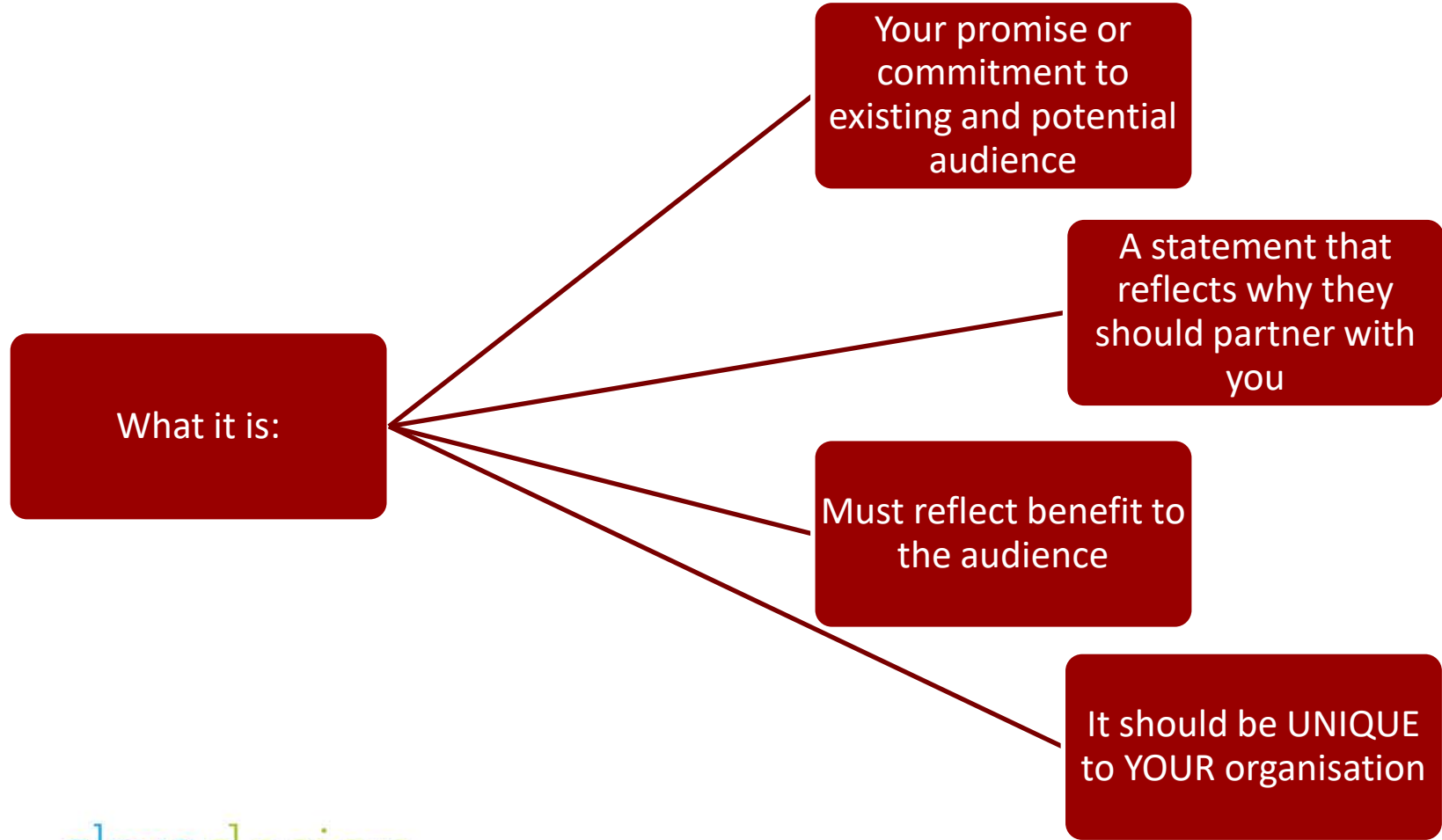
What it is not:



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graph LR; A[What it is not:] --- B[A slogan or a statement of the obvious]; A --- C[It's not a mission statement];
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A slogan or a
statement of the
obvious

It's not a mission
statement



Defining client benefits

What are the top 5 things that your organisation does well – the functional benefits?



What is the actual benefit to the client?

Putting them in the picture

