You need to present a compelling argument for why the client should take out their wallet and hand you money for your product/service. Your friends and family don’t count here - if you can’t make this story compelling to the customer, then you don’t have a business!

Your value proposition should be consistent with your positioning statement but they are not the same thing. The value proposition is far more specific about why your product (vs. your company) is of value to the buyer.

If your customer includes more than one kind of decision-maker who will influence the business decision, then you should describe each of the buyer personas and decide if your value proposition needs to be customized for each persona. A VP of a division who signs the cheque may see different value in your product than the user or an IT Manager - but all three personas can make-or-break a purchasing decision. Your value proposition should anticipate their typical concerns and offer answers.

1. We believe that...
   (Define your customer personas - can they recognize themselves here?)

2. Should be able to...
   (What is the problem that your product is addressing?)

3. By...
   (How your product will be utilized)

4. Through the ability to...
   (What solution does your product provide? Any functions, savings, data, etc?)
5. As a result of...  
(These wonderful advantages your product offers)

6. For a cost of approximately...  
(The price of your product to the customer)