

# Building a Value Proposition



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?)*

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## 2. Should be able to...

*(What is the problem that your product is addressing?)*

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## 3. By...

*(How your product will be utilized)*

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## 4. Through the ability to...

*(What solution does your product provide? Any functions, savings, data, etc?)*

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5. As a result of...

*(These wonderful advantages your product offers)*

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6. For a cost of approximately...

*(The price of your product to the customer)*

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