



VALUE PROPOSITION

THE 12 STEP GUIDE

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What is Value Proposition?

A value proposition is a clear and compelling statement that communicates the unique benefits and value a product, service, or brand offers to its target customers. It explains why a customer should choose that particular offering over competitors' alternatives. A well-crafted value proposition addresses the customer's needs, pain points, or desires and outlines how the product or service provides a solution or fulfills those requirements better than other options in the market.

An effective value proposition should be concise, persuasive, and easy to understand. It is typically communicated in a sentence or a short paragraph and serves as a fundamental message that guides marketing and sales efforts. The goal of a value proposition is to differentiate a brand from its competitors and create a clear and positive perception in the minds of potential customers, compelling them to choose that brand over others.

A strong value proposition often highlights the unique selling points of the product or service, quantifiable benefits or results, and the ultimate transformation it brings to the customer's life or business. It should resonate with the target audience, clearly communicating the value they can expect from choosing that particular offering.

Value propositions are essential across various marketing channels, including websites, advertising campaigns, sales pitches, and product packaging. A well-defined and impactful value proposition can significantly impact a company's success by attracting more customers, increasing conversions, and fostering brand loyalty.



How do you write a value proposition?

Writing a compelling value proposition for your products is essential to effectively communicate the unique benefits and value your offerings provide to your target customers. Here's a step-by-step guide to help you craft a strong value proposition:

Understand Your Target Customers:

Understand Your Target Customers: Begin by gaining a deep understanding of your target audience. Identify their needs, pain points, desires, and preferences. A value proposition should directly address what matters most to your potential customers.

Identify Your Unique Selling Points:

Determine what sets your product apart from competitors. Consider the features, benefits, and advantages that make your offering unique and valuable.

Focus on Customer Benefits:

Your value proposition should emphasize the benefits your product brings to customers, not just its features. Think about the positive outcomes and solutions your product provides to address the specific problems of your target audience.

Keep it Clear and Concise:

A value proposition should be brief and easy to understand. Aim for a clear and concise message that can be communicated in a single sentence or short paragraph.



How do you write a value proposition?

Use Powerful Language:

Choose impactful and persuasive language to make your value proposition stand out. Use strong verbs and adjectives that resonate with your audience.

Be Specific and Quantify When Possible:

Whenever you can, use specific details and quantifiable results in your value proposition. For example, mention exact percentages of cost savings or time reductions achieved by using your product.

Highlight the End Result:

Describe the ultimate transformation your product delivers. Focus on the positive change it brings to the customer's life or business.

Test and Refine:

Don't settle for the first draft of your value proposition. Test it with your team and potential customers to gather feedback and make improvements.

Tailor to Different Customer Segments:

If your product serves multiple customer segments, consider creating tailored value propositions for each one. Address their specific needs and pain points to make it more relevant.



How do you write a value proposition?

Communicate a Unique Brand Voice:

Infuse your brand's personality and tone into the value proposition. Whether it's professional, fun, serious, or quirky, ensure it aligns with your brand identity.

Avoid Jargon:

Steer clear of technical jargon and buzzwords that might confuse or alienate your audience. Use language that is easily understandable by your target customers.

Include a Call-to-Action (CTA):

Encourage your customers to take the next step by including a clear call-to-action that directs them to engage with your product or learn more about it.

Remember that a value proposition should be adaptable, and you may need to refine it over time as your product evolves or as you gain more insights into your customers' preferences. Continuously test and iterate to ensure your value proposition remains compelling and relevant.



Your Value Proposition

Product	
Target Customers	
Unique Selling Points	
Customer Benefits	
Keep it Clear	
Language	
Be Specific	
End Result	
Brand Voice	
Jargon to Avoid	
CTA	



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