

What is a Value Proposition? It is an internal document that states, in a sentence or two, the organization's competitive advantage offered to the public and specifically your audience in today's highly competitive, fast-paced marketplace. It includes benefits, values and costs that can be delivered. It is used to help everyone understand the business and develop consistent marketing materials.

It should also help answer the questions:

1. What makes the company special and different in a positive way?
2. What can your company do for your customers?

These examples work as Value Propositions and marketing statements:

Sales Consultation company: Our clients grow their businesses, large or small, typically by a minimum of 5 to-10% over the previous year. They accomplish this without working 80 hour weeks and sacrificing their personal lives.

Amazon: Low price, wide selection with added convenience anytime, anywhere

Lawn Mower Manufacturer: "Our mower cuts your grass in 50% of the time of 'big brand' mowers in its class. And it leaves the lawn looking beautiful too!"

How do we go about writing a Value Proposition? The process of writing a Brand Promise starts with you and others reflecting on your organization, your customers and your competition. The following questions will help you get started.

1. **List three to five things are known for/we do well.**

2. **List three to five things our customers want/expect from us.**

3. List three to five things we should strive to provide our customers.

4. Make a list of key words and phrases that are important to be included in the **Value Proposition. Think of characteristics, features, services and other things that differentiate and separate you from your competitors.**

Key Words

Phrases:

B. Second, does it make us different from our competition? How? Why?

C. Third, Can we live up to the Value Proposition? Can we deliver?

D. Fourth, does it make us smile?

E. Finally, will our customers, vendors and the public accept it when they encounter it with marketing and sales efforts, or will they just think, 'So What?