



IN THE FUNNEL  
SALES CONSULTING

# Value Proposition Exercise

# Value Proposition



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**Value Proposition** a statement which clearly identifies clear, measurable and demonstrable benefits consumers get when buying a particular product or service.

It should convince buyers that this product or service is better than others on the market.

This proposition can lead to a competitive advantage when consumers pick that particular product or service over other competitors because they receive greater value.

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# Value Proposition

How does our capability contribute to our Customer's desired business outcome?

What is our capability?



How do we differentiate vs. competition?

- Relevant
- Measurable
- Relative to competition

# Worksheet/Whiteboard - Brainstorm

WHAT IS YOUR CAPABILITY?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

WHAT MAKES YOUR SOLUTION/FIRM UNIQUE AND DIFFERENT?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

WHAT PROBLEM DOES YOUR SOLUTION SOLVE FOR YOUR PROSPECT?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# Your Value Proposition – Narrow Down the List

How does our capability contribute to our Customer's desired business outcome?

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What is our capability?

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How are we unique and different vs the competition?

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