



How to Write A Powerful Value Proposition

Whether making muffins or mechanical parts, every business strives to deliver the same thing: value. You communicate this to your customers through your unique value proposition, a simple summary of why someone should buy your product or use your services. Above all, it must answer the question: What makes your product or services different from the others that are in your category? Do you have the best quality? Offer a better value? Solve a problem more efficiently than a similar solution? What are the customer benefits you offer that no one else does?

Here are the steps to a powerful value proposition:

1. Take a Look in the Mirror

Before you can effectively draft a value proposition, you need to do some self-analysis. What problems does your product or service solve? What emotional need does it satisfy for your customers? Determine what you are really offering and to whom. From what markets do you derive most of your business? What do you do well?

2. How Does Your Competition Stack Up?

Once you've taken a critical look at your own business, it's time to analyze the competition. What do your competitors have that you don't? What problems do they solve? How do they communicate their value proposition?

3. Define Your Message

Put yourself in the shoes of your best customer to bring your message into focus. It should be written in the language of your customer – not in company or industry jargon. For a business-to-consumer company, examples of a value proposition might be how you can help your customer to:

- Safeguard their family
- Improve their health
- Enhance their financial security

For a business-to-business firm, a value proposition might address how you can help your customer to:

- Lower operational costs
- Increase market share
- Capture more donor commitments
- Improve organizational efficiencies

KEY POINT: Remember to highlight what's **different** about your product or service than what your competitors offer. All ice cream is a chilled confection. What makes yours unique? Is it natural ingredients? More variety? Unusual flavor combinations? More convenient packaging? Be sure to document examples and testimonials that back up your value proposition for the most effective sales messages.

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