

## Value Proposition Builder

(Based on HP / FranklinCovey Co. model)

**Client:**

**Date:**

**Value Proposition Defined:** A concise summary of the customer's situation, the solution you are offering and the reasons adopting it make sense. Instructions:

**Instructions:** The Value Proposition may begin as a hypothesis. Through our customer dialogues, it evolves to a co-developed, concrete description of how the customer and your business will work together to achieve a business result. The table below is a place to capture the critical elements of a value proposition. A well-developed value proposition will address all of these elements.

- 1. What are the customers' most important problems/issues/concerns that need to be resolved?*
- 2. How do these problems/issues/concerns show up in the customer's life?*
- 3. What is the impact of the problems/issues/concerns? (\$\$\$, quality of life, choices)*
- 4. Who is impacted by these problems/issues/concerns? (Directly and indirectly)*
- 5. What constraints do or may exist that prevent the customer from addressing the issue or achieving the result?*
- 6. What alternatives does the customer have to address these problems/issues/concerns? (Your solution, competition, no nothing, DIY)*
- 7. What is your solution? What are the reasons adopting your solution makes sense?*
- 8. What will it take to implement your solution? (Time, people, \$\$\$)*
- 9. What customer criteria would a solution need to meet? (Highest level decision criteria)*

**Value Proposition:**