

What is Your Business Value Proposition?

Use this worksheet to think through the concepts of the obvious benefit, the reason to believe, and the dramatic difference.

Product or Service Value Offering: Describe your service, as you would to someone who has never heard about it. Do not use more than the space that is provided. Attach advertising, brochures, the home page of your website, telemarketing scripts, direct mailings etc.

How well does your description of the value offer match these expectations?

*Analyse how the above description and materials **communicate** the answer to each question.*

Obvious Benefits <i>What are your customers looking for?</i>	<i>How does your service satisfy these needs?</i>
Credibility <i>What factors influence whether a customer might trust the promises of someone from your business?</i>	Reason to Believe <i>What evidence is provided to establish credibility?</i>
Uniqueness <i>What similar services are currently available?</i>	Dramatic Difference <i>How is your service dramatically different than what is currently available?</i>