

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.	
<p>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.</p> <p><i>I help owners increase the profitability of their business by encouraging them to change focus from sales revenue to net profit, I help the owner introduce systems and thereby bring greater levels of certainty to business outcomes.</i></p>	
<p>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.</p>	
<p style="text-align: center;">Obvious Benefits</p> <p><i>What are your customers looking for?</i></p> <ul style="list-style-type: none"> • <i>More profit.</i> • <i>More cash flow'</i> • <i>Less hours at work</i> • <i>More certainty</i> 	<p style="text-align: center;"><i>How does your service satisfy these needs?</i></p> <p><i>Pricing strategy worksheets; Mgt Group meetings; planning for profit improvement; budget templates; weekly reporting</i></p>
<p style="text-align: center;">Credibility</p> <p><i>What factors influence whether a customer might trust the promises of someone from your business?</i></p> <ul style="list-style-type: none"> • <i>Testimonials /reputation</i> • <i>Has worked with the firm previously</i> • <i>CA designation</i> • <i>Specialist training undertaken</i> 	<p style="text-align: center;">Reason to Believe</p> <p><i>What evidence is provided to establish credibility?</i></p> <p><i>Testimonials on website; listed as accredited advisors; explain training that has been undertaken and client outcomes achieved.</i></p>
<p style="text-align: center;">Uniqueness</p> <p><i>What similar services are currently available?</i></p> <p><i>Numerous business coaching opportunities; most CA firms offer business advice, consultants everywhere!</i></p>	<p style="text-align: center;">Dramatic Difference</p> <p><i>How is your service dramatically different than what is currently available?</i></p> <p><i>Specialist system incorporating templates; back up and support of strong network, no other firm using CBA, no other firm focusing on bottom up budgeting, no other firm targeting 60% profit improvement; no other firm offering free lessons for clients to understand basics</i></p>