

strategic marketing

coaching and training
business plans and development
seminars and workshops

creative marketing

branding and corporate identity
promotional literature
packaging and in-store display
advertising and editorial

web marketing

website design & management
website optimisation
domains and hosting

How to create a value proposition

A value proposition is a clear, succinct statement that outlines a company's value-creating offer.

It should be a powerful voice to persuade your customers and prospects to buy from you.

It tells your market what the strategic business benefits are of the product, service or solution you are offering.

It helps your customers and prospects understand why they should buy from you, the value your offer will deliver and the benefits they will receive.

It clarifies how your offer benefits the buyer and differentiates your offer from that of the competition.

The building blocks of a value proposition

Features

Describe the product or service that you sell

Benefits

Describe what your business can offer to your customers and prospects in terms of quantifiable business results

Proof

Tangible, referenceable evidence of how and why your offering will deliver superior results

Value = Benefits minus Cost

If you would like help to market, promote and grow your business then call me today and request a FREE one hours meeting.

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