

## Value proposition evaluator

A value proposition communicates succinctly and convincingly how your product or service will benefit your customer, why they should trust you, and why they should choose you over your competitors.

One of your most important jobs as a sales enabler is to instill and reinforce the unique value of your organization's solutions, through onboarding, training and content, so that they can confidently and effectively communicate this to the customer. That's why refining your value proposition is crucial.

Use this template to review your current value proposition and - importantly - how it is being understood and communicated by your reps and where you may need to tweak your approach.

<b>Components of a strong value proposition</b>	<b>Valuable</b>	<b>+</b>	<b>Differentiated</b>	<b>Substantiated</b>	<b>=</b>	<b>Creates a foundation for...</b>
	"I want" & "I need"		"The best option?"	"I trust" & "I believe"		Lead gen success, new client wins, customer loyalty, and premium pricing

Where is there a customer perception gap?				What the customer thinks	Action points
	Low value	Difficult to substitute	Able to substantiate	"I don't need it" & "Not important enough"	<i>Demonstrate benefits and clear value</i>
	Strong value	Easy to substitute	Able to substantiate	"What's your best price?" & "I can do without you"	<i>Differentiate your offering, your USP &amp; why it's superior to competitors</i>
	Strong value	Difficult to substitute	Not able to substantiate	"I'm skeptical" & "I can't risk it"	<i>Prepare to handle objections &amp; provide evidence through case</i>