

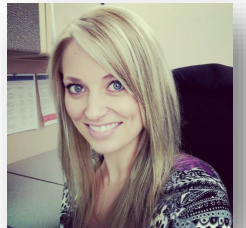
WEBINAR SERIES



A Value Proposition... *What is it, really?*



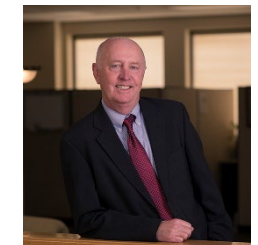
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1 certification CEU

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Webinar Agenda

- Defining Value
- Defining Proposition
- Defining a Value Proposition
- Developing a Value Proposition
- Applying the Value Proposition
- Question and Discussion



A Value Proposition is **NOT**

The same as a
proposal theme
statement

Solely based on
monetary value

- A slogan
- A Tagline
- A catch phrase

Based only on features

Always
written
verbatim into
the proposal

A list of
definitions or
specifications



What Constitutes Value?

Value in mind of the customer

Monetary payback or savings

Competitive advantage

Efficiency gains

Discriminates: Better,
different, and important
to customer



What is a Proposition?

Simply put, a proposition is an offer with some type of benefit.



“Show me
the value...”

A Value Proposition

An offer demonstrating measurable value/worth to the customer must be:

- Developed collaboratively with the customer
- Based on *win strategy*
 - Analysis and discriminators
- Focused on tangible and measurable benefits
- Able to solve a problem or save money (ROI)
- Quantifiable (value outweighs cost)
- Time bound



Clarifying Vocabulary Related to Value Propositions

Features	<i>Aspects, or attributes of our product or service— Speed, schedule, dollars of revenue collected, etc.</i>	What
Benefits (Value)	<i>Advantages that solve a problem for the customer— Reduced cost or risk, improved quality, reliability, profit, safety, etc.</i>	So What
Discriminators	<i>A benefit that is important to the customer and is unique to you.</i>	
Win Theme	<i>Themes link discriminating features and benefits to customer – Demonstrates VALUE.</i>	Why Us
Theme Statement	<i>A theme statement highlights our benefits by emphasizing our discriminators or features. Link benefits to customer hot buttons.</i>	

A Value Proposition is Based on the Win Strategy

**Win Strategy
Development**

Analyze SWOT

Features &
Benefits

Discriminators

Hot Buttons



- Analyze strengths and gaps (SWOT) of you and your competitors
- Articulate and demonstrate value your customer cares about
- Determine where and how to convey your value proposition
- Show the customer how your solution meets their value definition

Creating a Value Proposition Requires Analysis

SWOT analysis helps us:

1

Perform SWOT for us
and *each competitor*

Identify what makes us better
and different (discriminators)

2

3 Challenge all assumptions

Build consensus on our offer
and value proposition

4



Articulate Value through Win Strategy

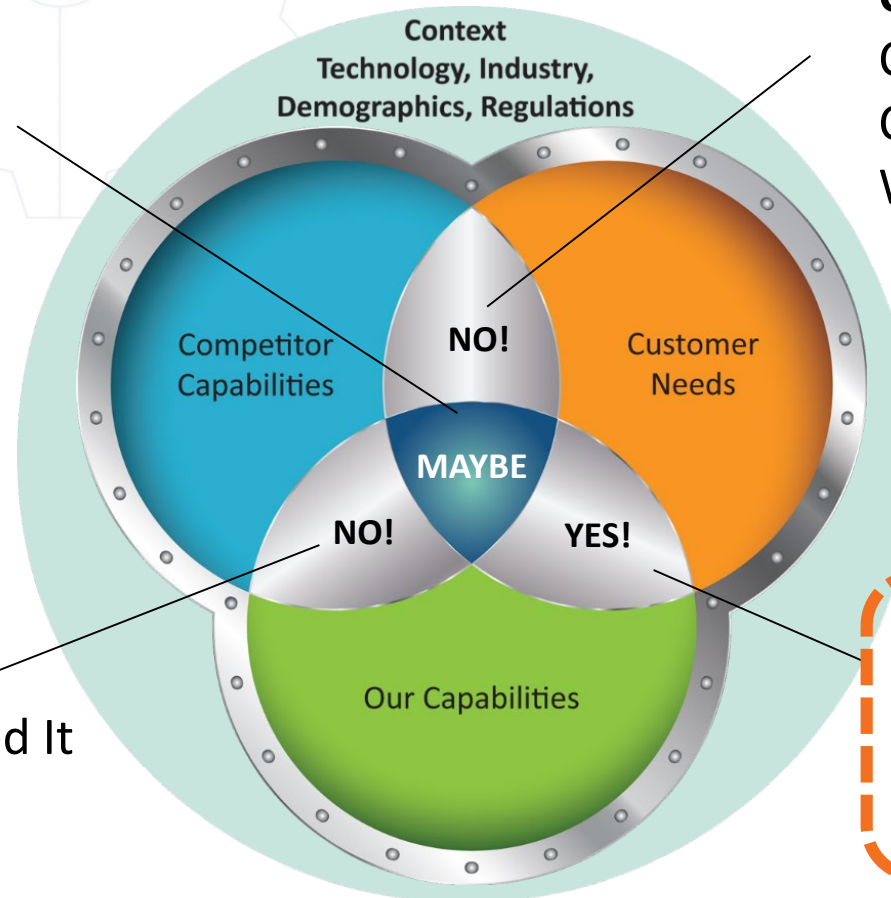


A Value Proposition Must be Based on Discriminators

Neutral Position
 Customer Needs It
 Competitor Has It
 We Have It

Our Weakness
 Customer Needs It
 Competitor Has It
 We Don't Have It

Irrelevant Position
 Customer Doesn't Need It
 Competitor Has It
 We Have It



Our Discriminators
 Customer Needs It
 Competitor Doesn't Have It
 We Have It – Find out \$

What Customers Might Want to Measure



Turnover



Percentages



Dollars



Time vs. Investment



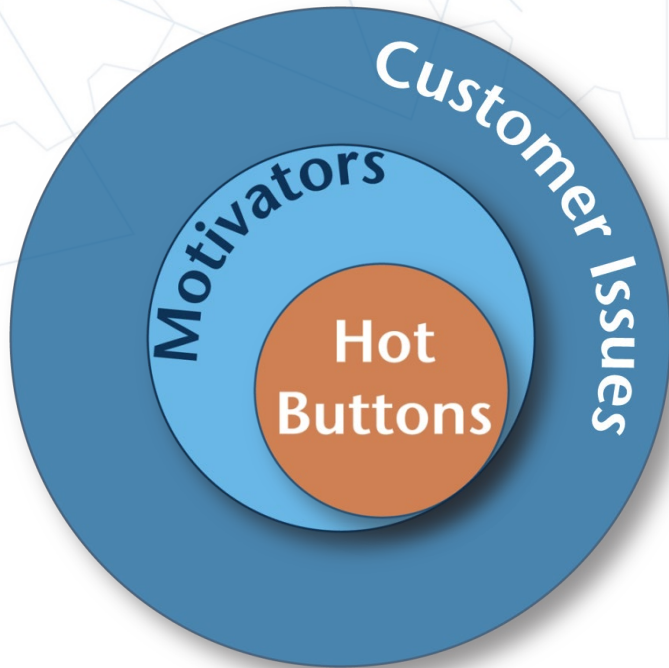
Accuracy

Question



How do you coach a sales team to provide the info you need to be able to write a value prop?

Sales Should Clarify Issues, Motivators, and Hot Buttons



- **Issues** are the customer's concerns. Issues are the *worry items that keep the customer awake at night.*
- **Motivators** are the *objectives that the customer is trying to achieve:*
 - Improve profits
 - Increase revenue
 - Reduce costs and redundancy
 - Improve safety and response time
 - Provide security
 - Demonstrate value to taxpayers
- **Hot Buttons** are a *consolidated set of issues and motivators.*

Questions



**How is value proposition
distinguished from win theme
or theme statement?**

Build a Theme Statement with a *Value Proposition*

Customer

Benefit
(Impact)

Outdoor Sports Global will **reduce the cost** of sales tracking and lead nurturing campaigns by selecting Vibrant to implement a **CRM system** that reduces overall marketing costs **by 35 percent**.

Feature

Quantified
Return
(value)

A More Detailed Value Proposition

Customer

Quantified
Benefit
(Impact)

Outdoor Sports Global will **reduce marketing costs by 35 percent** over **two years** by implementing Vibrant's CRM system at cost savings of over **\$225,000 per year** compared to the current OSG system and support personnel.

Feature

\$ ROI

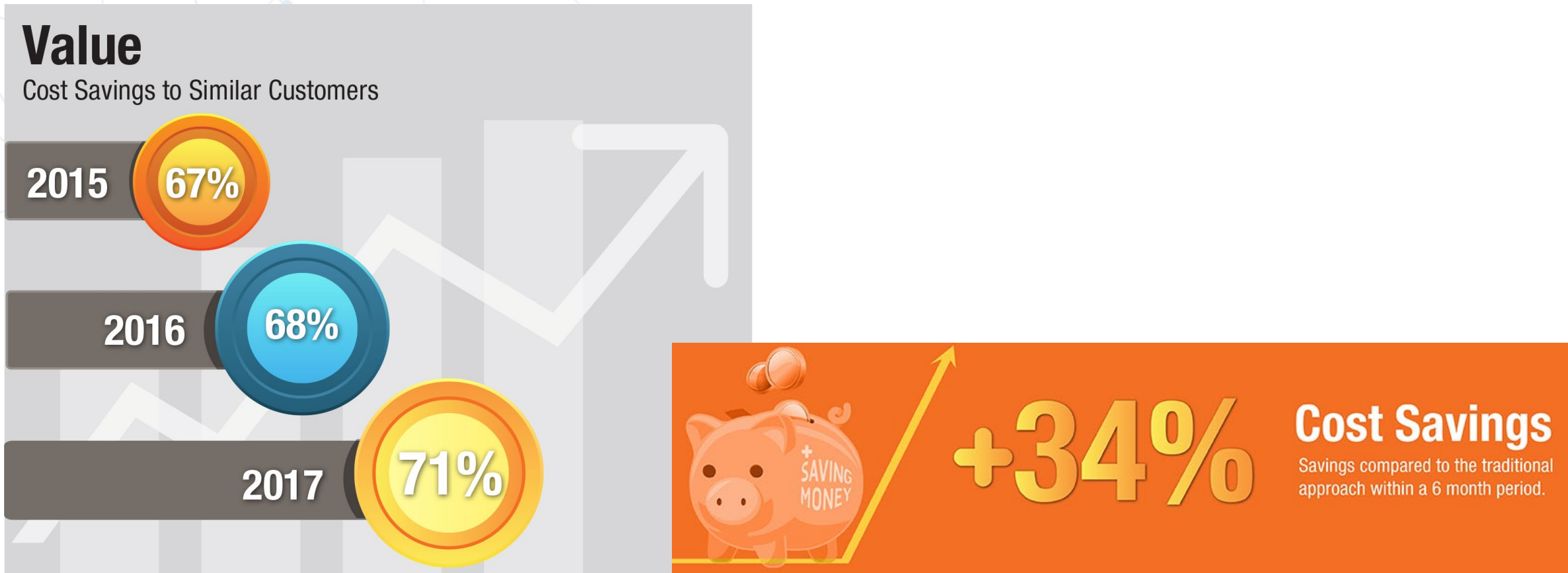
ROI
Timeline

Questions



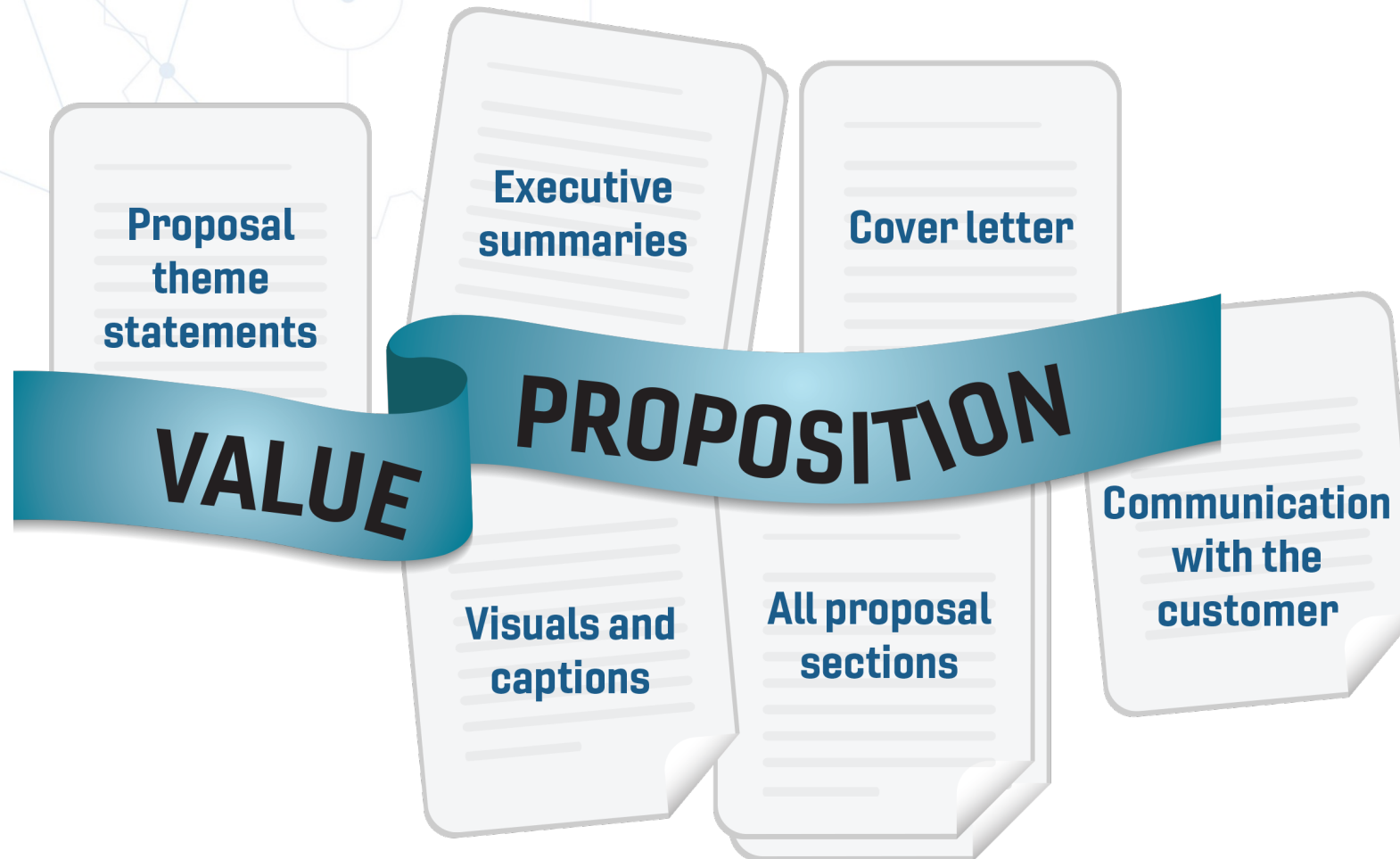
“Can a value proposition be shown through graphics instead of in writing (text)?”

Value is Often Demonstrated Best with Visuals



Source: www.apmp.org

Apply the Value Proposition Everywhere!



In Summary:

Elements of Value Proposition



Questions



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2019



Shipleys **Webinar** Calendar

- Jan 16** Money Wasted!
- Feb 20** Keys to Effective Proposal Management
- April 3** A Value Proposition...*What is it, really?*
- May 15** Characteristics of Winning Proposals

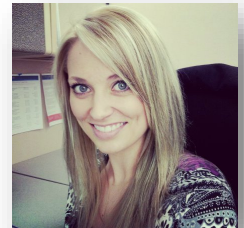
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Thank you!



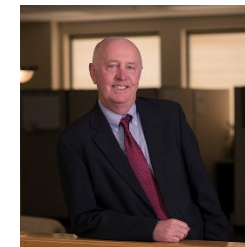
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