

Finding Value in Your Value Proposition



*Price is what you pay.
Value is what you get.*

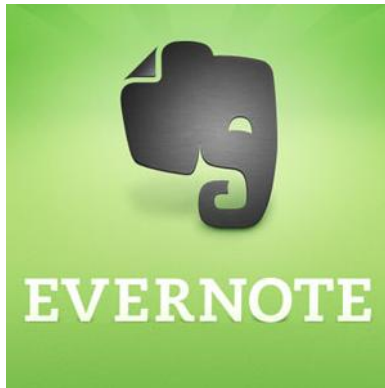
– Warren Buffet, Chairman, Berkshire Hathaway

INSIDE → OUT


sum



Clear & Concise



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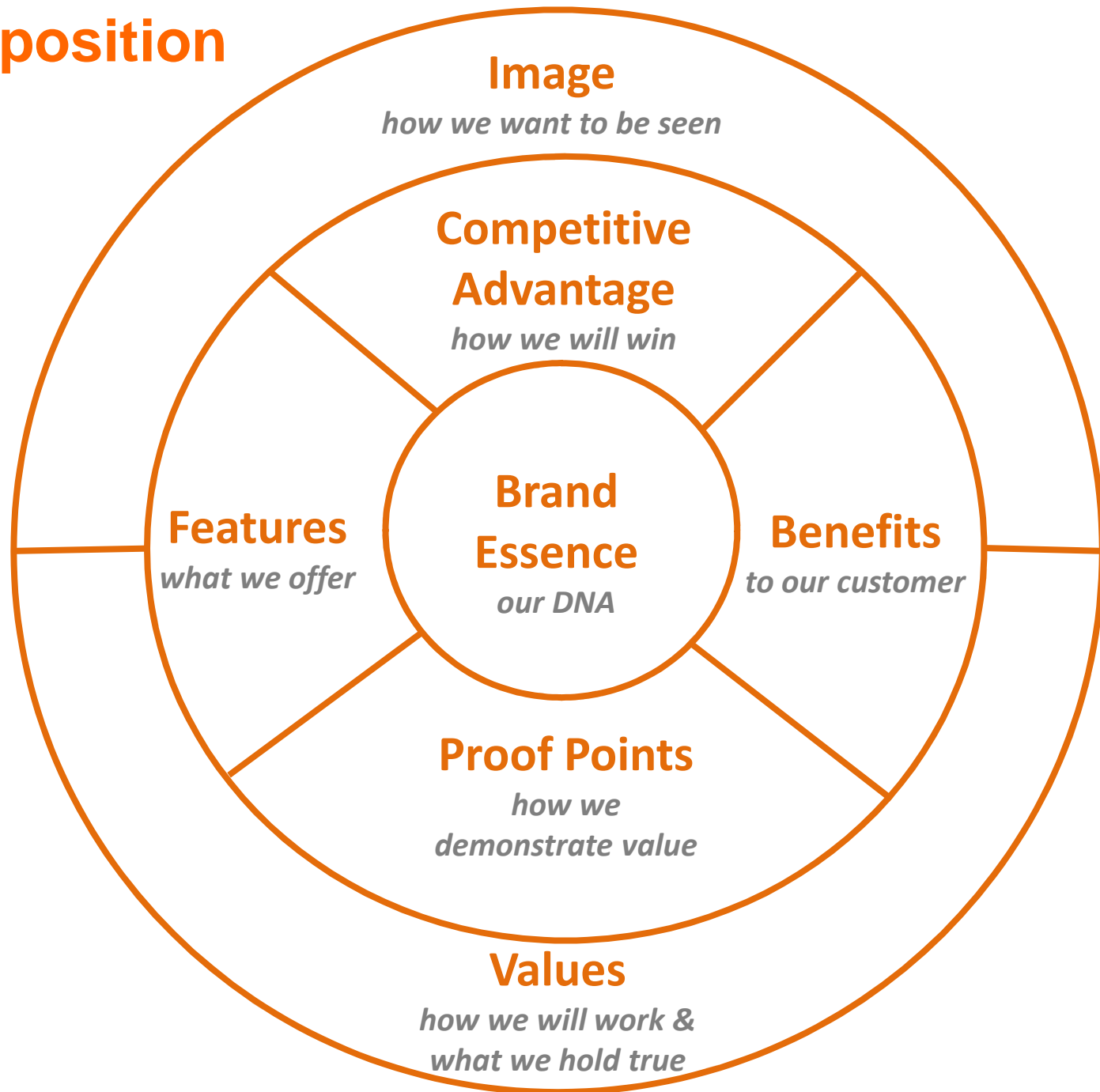


**Great tasting healthy juices & snacks made
and served by people who love life....**

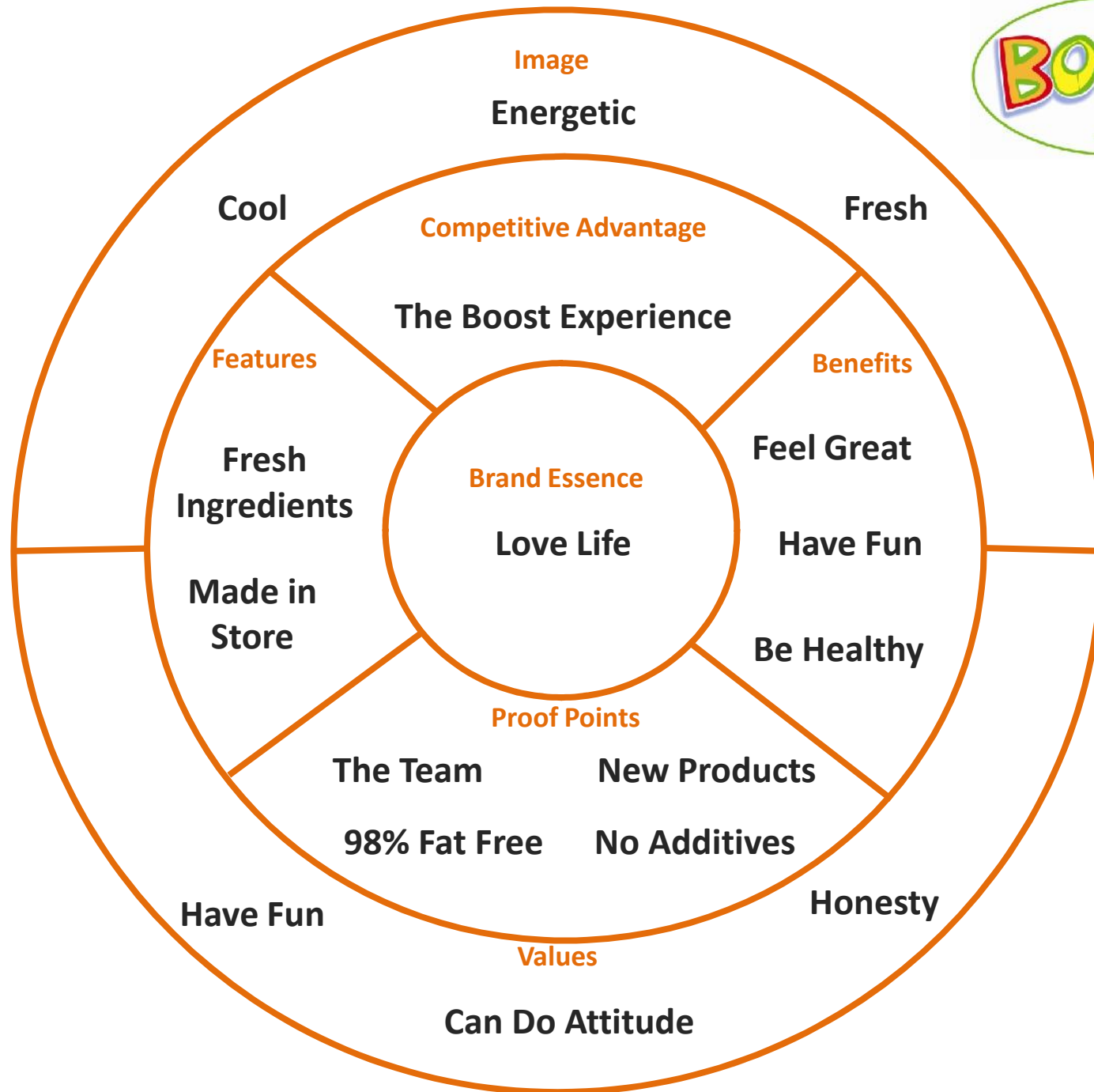
But how?

1. Being clear on your *Total Offer*
2. Having a *Sustainable Competitive Advantage*
3. Meeting *Customer Needs & Problems*

Value Proposition Wheel





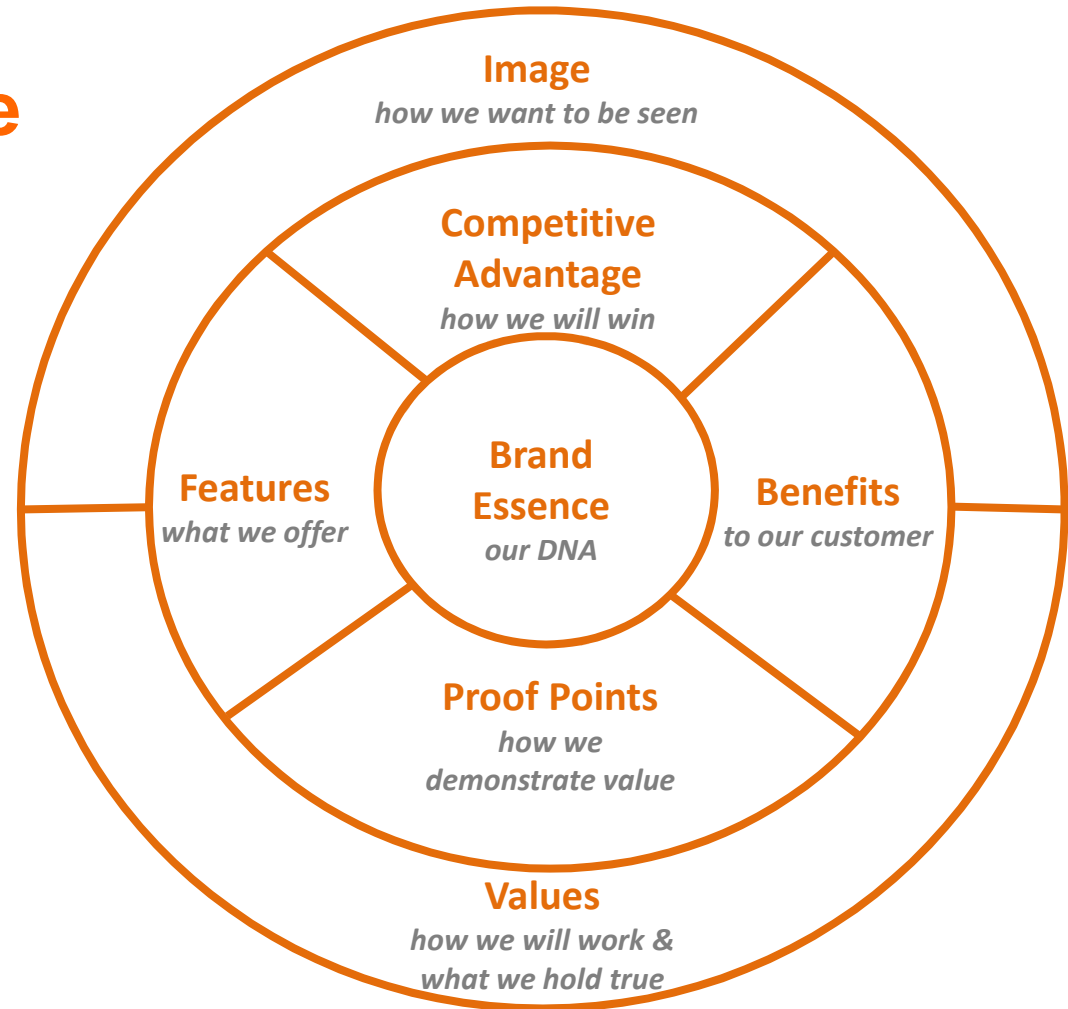




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and served by people who love life....**

Workbook Exercise

- 1) *Are there elements missing or lacking clarity?*
- 2) *Do they all work together to create a compelling value proposition?*
- 3) *How would you summarise in one sentence?*



*If you don't have a competitive
advantage,
DON'T COMPETE
Jack Welch*

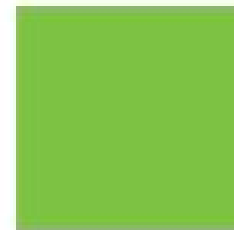


Determining Competitive Advantage

- Sustainable
- Hard to copy
- Unique
- Superior to the competition
- Applicable to multiple situations

Google

McKinsey & Company



H&R BLOCK
tax accountants

Determining Competitive Advantage

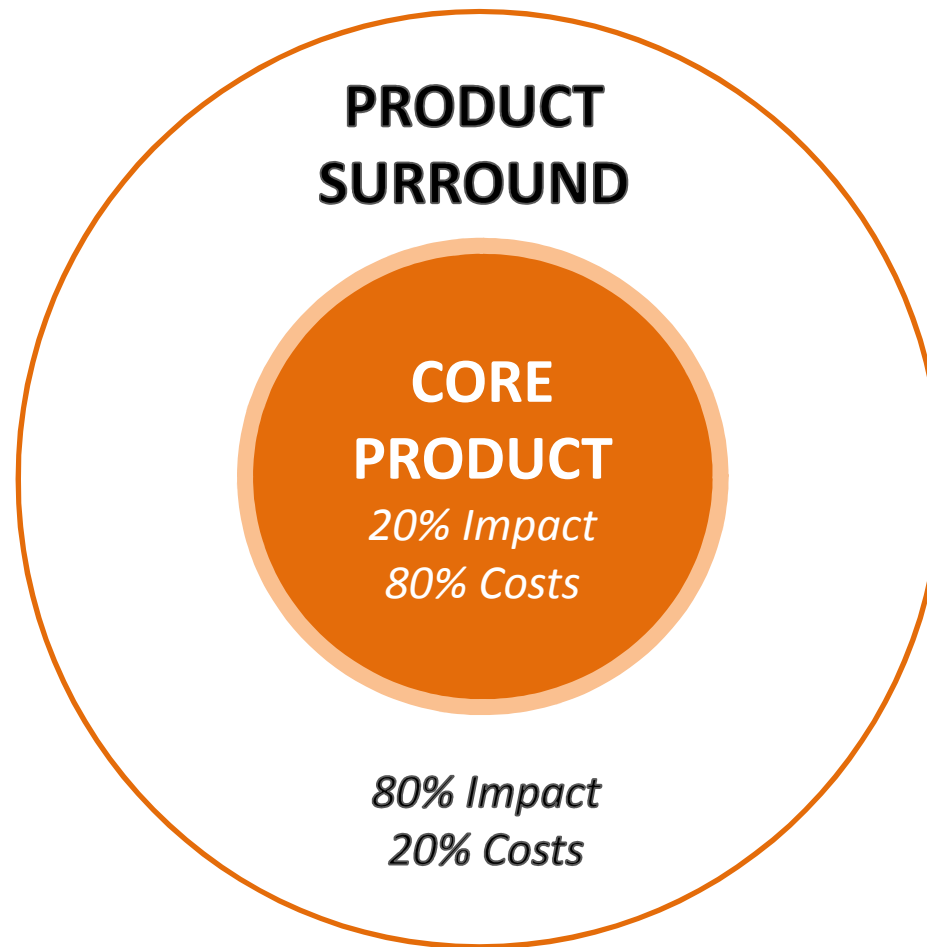
Key Success Factor	Value To Customer	Current Ability To Beat Competitor	Internal Impact	Total
(A)	(B)	(C)	(D)	(E)
1. Service	7			
2. Innovation	5			
3. Price	6			
4. Technology	7			
5. Quality	7			
6. Management	3			
7. Response Time	9	7	8	17
8. Best people	9	6	7	16
9. Brand name	6			
10. Rate of change	8	6	5	13

We will win by...having the best response time

80/20

Meeting Customer Needs and Problems

CUSTOMER NEEDS & PROBLEMS





**THE
GYM
THAT
WORKS
OUT
BETTER**

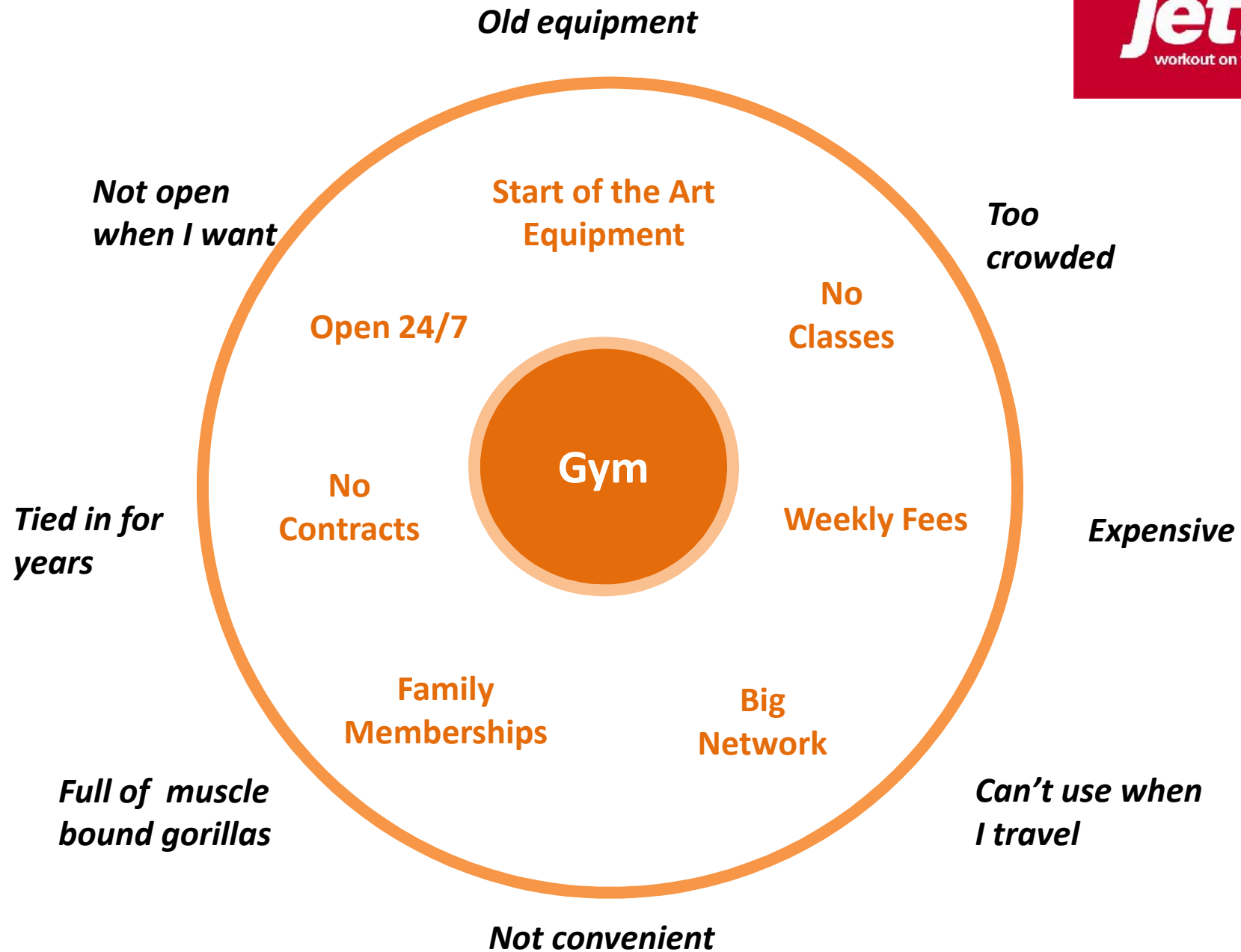
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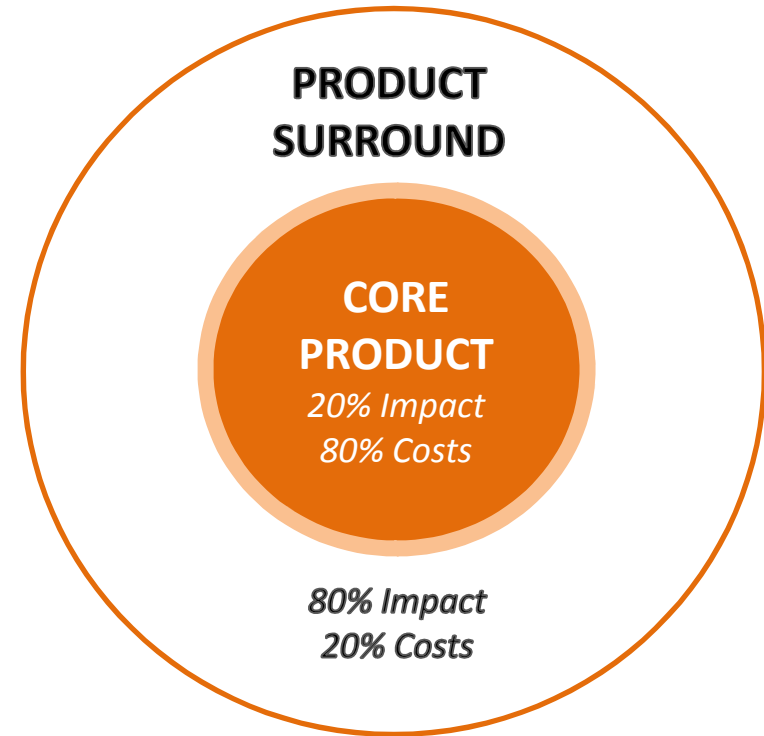
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Exercise

- 1) *What are your customers real problems and needs?*
- 2) *How could you refine your offer to meet these needs and solve the problems?*
- 3) *How could you deliver across the customer touch points?*



Wrapping Up



1. Being clear on your *Total Offer*
2. Having a *Sustainable Competitive Advantage*
3. Meeting *Customer Needs & Problems*

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Questions?

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