

Customer-Tuned Value Propositions

Situation:

Among the many marketing challenges and choices that must be made to effectively communicate your company's "story" is the defining of value. What value does your company deliver? To whom do you deliver it? How is your company's value communicated? These are key questions that we strive to answer in the best way possible. But the real question that needs to be answered is: ***From whose perspective is the value described?***

There is only one right answer to this last question. Unfortunately, because we are all in love with our product and services, it is frequently answered incorrectly. The answers to all of the questions posed above are often couched in "company" language instead of "customer" language. The result: a value proposition that is just a thinly disguised advertisement of your company's product or service – leaving the customer to figure out on their own if it is a fit. The core message is centered on "here is what we have to sell and here is why you need to buy it," rather than a clear customer-focused statement that demonstrates your knowledge of the customer situation or experience, followed by a specific offer to help them address it.

Learning Objectives/Outcomes:

In one full-day, highly interactive group session, participants will learn:

- How to really define what your customer's objective is in their language
- How to frame your offer to address only their specific needs, not your entire product line
- Developing and delivering benefit statements that not only make you stand out, but create action in the customer's mind

Testimonials:

- *"The examples, templates, and working exercises Lisa Dennis incorporated in the workshop allowed us to walk away with new skills that can be easily utilized in our day-to-day work... I would highly recommend the Value Proposition workshop to any company hoping to better define their position in the market and connect communications to customers."* – Carol Dahl, VP, Mutual of Omaha, Omaha, NE
- *"Knowledge Associates, through Lisa Dennis, provided an amazing level of support in developing all training materials for all Sales roles along with the detailed workflows necessary to assure a very complex lead qualification process with the outsourced call center. She, then, delivered outstanding training to all involved including traveling to South Carolina to train 40 outsourced representatives. Lisa did everything in an impeccable way and helped assure our exceeding our revenue target. We all feel we couldn't have done it without her."* - David Mezzanotte, Director of Sales/Senior Products, Tufts Health Plan, Watertown, MA

Format:

- 8 hours (2 breaks & lunch)
- Interactive sessions – including lecture, exercises, group work

