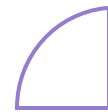


Value Proposition Tips *Checklist*

CONSIDER the following tips when developing and strengthening your value proposition:



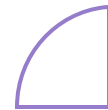
Identify priority customer segments using available data



Work “bottoms up” to iterate value proposition statements for each key customer type



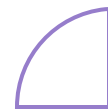
Think about the customers’ unmet needs and pain points first and not your offering



Refine “top down” by synthesizing into a single idea and then hone the customer segment offers accordingly



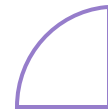
Consider the competitor products and how they are different from yours



Make decisions that amplify the value proposition consistently, as it should drive strategy, innovation, and communications



Declare a clear and compelling value proposition that is relevant and differentiated



Evaluate existing strategies, plans, and content for alignment to the value proposition and remove or adapt what’s not aligned



Gather evidence requirements to support the value of your offering then test and optimize it