



VALUE PROPOSITIONS THAT STICK

Why this program?

“To chop a tree quickly, spend twice the time sharpening your ax.”

Chinese Proverb

One of the most common and expensive mistakes committed by executives, managers, and individual marketers alike is going to market without a clearly conceived and articulated value proposition. Companies across the globe spend billions in developing undifferentiated products. They send countless sales people out into the market each day without explaining why their products are uniquely valuable as compared to countless alternatives. As a result, sales people and customers focus not on the unique value a product delivers, but on its price. Once the conversation is focused on price, profits inevitably fade away.

VALUE PROPOSITIONS THAT STICK will introduce you to the critical skill of crafting a unique value proposition. A value proposition is a statement summarizing the customer segment, competitors and the core differentiation of your product from alternatives. More importantly, you will learn all the steps and activities required to understand customers and competitors so that you can shape your offering to address an important unmet need that your target customers are experiencing.

To paraphrase the Chinese proverb, *to make a profit quickly, spend twice the time sharpening your value proposition.* This program will give you the tools to do just that so you can stand out in a field of boring alternatives.

PROGRAM OBJECTIVES

Consumers (and companies) buy on value, not on price alone. Price is part of the value equation, but a smaller part than most buyers would admit to. When you create superior customer value, profitably, investors and consumers flock to your firm.

This intensive one-day course will introduce you to:

- Well-established models for how consumers and/or businesses make purchase decisions
- The centrality of the overall customer “experience” in purchase decision making rather than simply side-by-side product comparison.
- The elements of a well-conceived value proposition.
- Identification of value delivery options in your market space
- A common language and mindset that grounds all growth initiatives in the concept of creating superior customer value, profitably.

How have past participants responded?

- *“An insightful, fun, and practical course that really benefits the individual and company.”*
- *“It was fantastic to take a step back and get into the shoes of the customer and see the world from their perspective.”*
- *“Excellent course. Thought provoking and insightful ideas shared across the group.”*
- *“It gave me useful tools to help write value propositions that provide breakthroughs in the marketplace.”*
- *“I learned to build differentiated customer value into our entire marketing mix.”*



What will you learn?

In this one-day VALUE PROPOSITIONS THAT STICK program you will be exposed to and work with the key concepts and tools required for identifying and articulating the superior customer value you must create to compete profitably, including:

MARKET CULTURE: THE FOUNDATION OF SUPERIOR BUSINESS PERFORMANCE

- Examining this important strategic concept and its short-run and long-run link to superior business performance.
- Developing strategies to use market culture to grow your sales and profits.

BEGINNING AND ENDING WITH THE CUSTOMER

- Analysis of target customer needs and solutions available in the market.

EVALUATING YOUR EXISTING VALUE PROPOSITION

- Uncovering elements of value customers consider when making a purchase decision.
- Identifying opportunities for and inhibitors to value differentiation.
- Critically examining your offer against customer's value preferences.

WALK A MILE IN MY SHOES

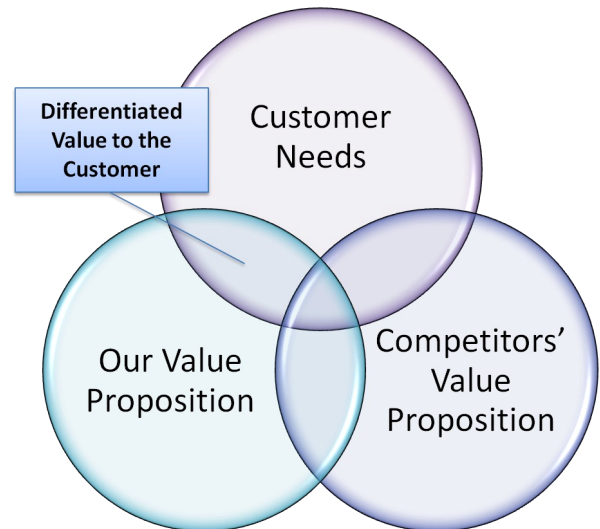
- Discovering needs, desires, and experiences customers seek by *stepping into their shoes*.
- Analyzing buyer's need with rigor utilizing the buyer utility map and the six stages of the buyer experience cycle.

DEVELOPING NEW VALUE PROPOSITIONS

- Understanding the trade-offs buyers are willing to make to optimize their purchase decisions.
- Six-point check list for evaluating value propositions.
- Developing and articulating a new value proposition that better meets target customer needs and provides differentiated value.

DEFINING THE VALUE DELIVERY PROCESS AND COMMUNICATING THE VALUE

- Defining the value delivery system required to create and convey differentiated value to target buyers.
- Effectively communicating the value proposition to your organization and to the target market.



Who Should Attend?

VALUE PROPOSITIONS THAT STICK is for marketers and other business professionals who contribute to value creation and/or value communication. Some marketing background is useful. Both individual contributors, those with direct reports, and teams will benefit.

Participant titles may include, but are not limited to:

- Division Manager
- Product Manager
- Marketing Manager
- Pricing Manager
- Marketing Specialist
- Channel Manager
- Market Research
- Business Development
- Product Development



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