

# The Value Proposition

## Basic Information Package

### Theory: Why Do People Say "Yes?"

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Which partner?



Which candidate?



Which college?



Which brand of olives?

***In today's business world, it's all about "being chosen" ... for anything ... by anyone ... for any reason.***

If those who are "tasked to choose" see no compelling reason for selecting YOU, it means you've failed to convince them that you are the most qualified candidate. The "choosers" will move on to the next candidate.

A Value Proposition is a carefully worded statement that answers the following question in the minds of your customers: *"If I am your ideal customer (or employer) why should I buy from (or hire) **you** rather than any of your competitors?"*

A Value Proposition identifies the unique value you offer to customers (or employers):

- which they view as a solution to their business problems (i.e., "APPEAL"); and
- which they cannot readily find from your competitors (i.e., "EXCLUSIVITY").

***(Refer to the last page for a more complete view of how customers must "mentally process" your value proposition.)***

## Process

The Value Proposition project begins with a highly collaborative 10-step exercise with Client and Developer. It typically involves anywhere from 6 to 12 online meetings to complete. If the Client is able to travel to Parsippany, NJ for 2 or 3 face-to-face meetings, the timeline for completion can be shortened.

Collectively, Client and Developer produce the following four assets:

1. The Long-Form Value Proposition (10-step procedure): initial mind-dump & data-gathering
2. The Short-Form Value Proposition (10 steps reduced to 6): editing, vetting, authenticity
3. The Summary Value Proposition (6 steps reduced to 4): for online profiles
4. The Conversationalized Value Proposition (a/k/a "elevator pitch")

### *The Long Form Value Proposition (J. C. Ballande Model)*



### *The Summary Value Proposition*

1	What is it that you do?	✓
2	Who are your target customers?	✓
3	How will your customers benefit?	✓
4	What makes you distinctive?	✓

## Timeframe

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- 3 face-to-face meetings, ~ 90 minutes each (provided Client can travel to Parsippany, NJ)
- 6 - 12 online meetings (screen-sharing + conference call, ~ 45 minutes each); more if Client cannot travel to Parsippany, NJ
- typical timeframe (start to finish): 3 - 4 weeks
- expedited timeframe is available at a higher cost

## Fees and Pricing: What's Included

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- Value Proposition theory and practice (including coaching)
- Collaborative building of all assets (long form, short form, collapsed versions, elevator pitch)
- Coaching on Deployment of final Value Proposition (how to best get it "seen," "heard," etc...)
- Expert writing; writing for impact; writing for publication and consumption
- Post-project follow-up: 30 days of zero-cost support from date of completion (& final payment)
- Fees range from \$ 850 to \$ 1,500 (50% retainer required to start the project); variations in cost are due to: 1) complexity of individual's current professional situation; 2) urgency of need for improvement in interview invitations and/or job offers; 3) individual's existing knowledge of the theory and principles of the value proposition; and 4) potential barriers to project collaboration. ***This information is determined in an initial no-cost analysis (via conference call) typically lasting 30 - 45 minutes.***

## Terms and Conditions

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- Client and Developer work collaboratively. The project is highly interactive.
- Client must be willing to accept intensive coaching (training) on value proposition "theory and principles."
- Client must be willing to do periodic homework assignments (tasks that are required but can only be accomplished based on the Client's own experiential knowledge)
- Meetings (both online and face-to-face) are highly focused and must be "distraction-free."
- Development of an "Individual Value Proposition" does not constitute a guarantee of selection or choice in the marketplace; it does, however, increase the statistical likelihood for such selection or choice. A great deal of success hinges on the Client's post-project deployment efforts.
- Clients must approach the project as if taking a college-level course: **the work is intense.**
- Project starts upon receipt of: 1) 50% retainer fee; and 2) signed agreement indicating acceptance of all terms and conditions.

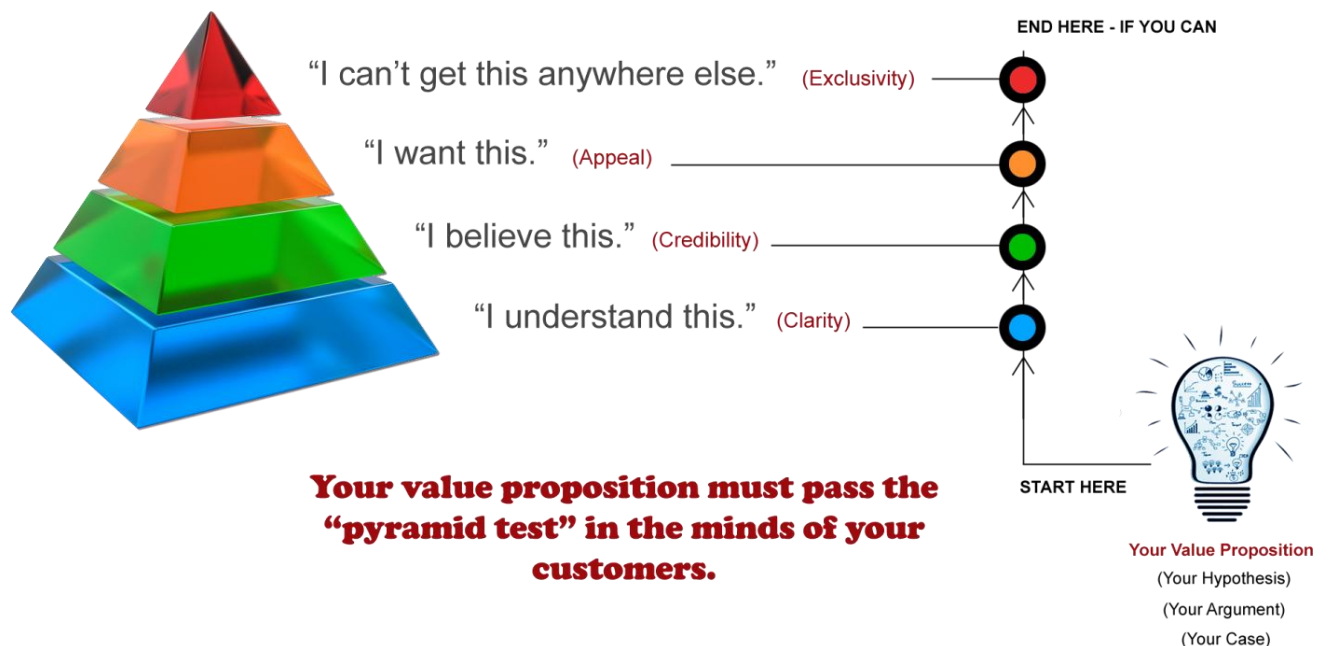
## How Your "Customer" or "Hiring Manager" Perceives It

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Your final Value Proposition must pass the "pyramid test" in the minds of your customers (or employers). Be sure to start at the **bottom right** then work your way up through each layer of the pyramid. Each layer is substantially more difficult to achieve than the layer underneath it.

If you agree to proceed with the development of your Value Proposition, we will begin by "getting inside the mind" of your targeted customer (or would-be employer). The diagram below shows the thought sequence (confirmed by marketing research firms) that someone goes through in "choosing the best option (or candidate)."

Your Value Proposition will be developed with the goal of achieving a "yes" at each level of the pyramid (bottom to top). The top two layers are the most difficult to achieve but deliver the greatest statistical likelihood for getting a "Macro-Yes" (a conversion -- i.e., "being selected").



## Request a Free Value Proposition Analysis

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Please fill out the form on this page. We will get back to you within 24 - 36 hours.

<http://www.chiphartman.com/valuepropositionanalysis.html>