

Value Proposition Template

Section 1: Offerings

What is it that you offer? Is it in alignment with what your customers want to achieve — or a problem they need to solve?

Section 2: Customers

Who are your typical customers? Are you able to provide any specificity about their needs in order to identify a more precisely targeted customer base?

Section 3: Compelling Reason To Act, CRTA

What do you offer your customers that provides them with a Compelling Reason to Act?

Section 4: Experience

What kind of experience will customers have as a result of doing business with you?

Section 5: Benefits

What are the primary benefits a customer will receive as a result of doing business with you? (Benefits here refers to "customer-defined" benefits or solutions)

Section 6: Cost

What are the costs of doing business with you in terms of money, resources, troubles, risks and possibly lost opportunities?

Section 7: Time

How soon will the customer experience the benefits of having done business with you? Right away? A week? A month?

Section 8: Alternatives

How would you objectively describe the alternatives your customer faces? How do you describe the competition in such a way that it reveals you as the most attractive entity with which to do business?

Section 9: Advantages / Differentiators

What are the key differentiators you offer compared to your targeted competition? What are the things you do that provide clear benefits? What are your limitations?

Section 10: Engagement

This part is often forgotten and left to chance, but is an important part of the value proposition and of the offering. It is particularly important when you want to create a memorable experience. An experience implies that the customer has an active participation in the offering. This involvement creates feelings that might be positive or negative.