

Value Proposition Generator



Crazy busy decision makers don't care about what you're selling. They only care about what it does for them. That's why a value proposition is so important today. It's a clear statement about the tangible business results customers get from using your product, service or solution.

Use your value proposition in your phone calls, emails, voicemails and presentations to help customers understand why it's worth their time to meet with you. To craft a strong, customer-enticing value proposition, make sure you include all these elements.

1. Business Drivers

Determine the primary business reasons that customers would use your offering. This is what decision makers really care about.

- lead conversion rate
- compliance
- collections
- downtime/uptime
- cost of goods sold
- operating costs
- labor costs
- productivity
- share of customer
- time to profitability
- waste
- turnaround time
- customer retention
- profit margins
- market share
- time to market
- lifetime customer value
- sales velocity
- inventory turns
- employee turnover

2. Movement

Customers won't change unless your offering is significantly better for them than their status quo. A strong value proposition always includes movement.

- increase
- cut
- improve
- save
- accelerate
- reduce
- enhance
- squeeze
- strengthen
- improve
- grow
- balance
- free up
- eliminate
- minimize
- revitalize
- shrink
- maximize

3. Metrics

Adding metrics makes your value proposition even stronger and more believable. Don't round your numbers either. They're more believable that way.

- Time frame
- Dollar amount
- Percentages

Sample Value Propositions

Web Marketing: We help retailers increase their online sales conversion rates up to 58% and their average order size by 25%.

Document Management: We help distributors reduce their order-to-cash processing costs by an average of 67.2% at the same time they increase customer satisfaction.

Sales Training: We help companies crack into big accounts and shorten sales cycles. One of our recent clients had an 87% success rate in getting into the largest companies in the US.

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