

Marketing Excellence:

Value Proposition

Create alignment and a common marketing mindset and language

We believe that value propositions need to show individual customers, buyers, and their organizations how your goods and services will help accelerate their ability to achieve their desired results. In order to develop customer-specific value propositions, you must leverage deep customer understanding. When you develop this rich understanding, the resulting customer-specific value propositions that you create will serve as a strong base for value pricing and capturing, branding, campaigning, and, ultimately, selling.

When crafting your value proposition, do not think in terms of the functionality or features of your offering. Try to think of the value created for your different customer segments by considering the following questions:

- What are the results they can achieve with your offerings?
- Which opportunities can they take advantage of?
- Which problems are solved?
- How is the execution or the process improved for the customer?

Target Audience:

Marketing: Product Marketing, Branding, Digital Marketing, Communications

Sales: Sales Reps, Channel Partners

Other functions: Product Manager, Customer Success, Commercial Roles



Learning Objectives:

- Understand the elements of a customer-specific value proposition
- Leverage deep customer understanding to develop customer-specific value propositions
- Start offering development from the customer's perspective by understanding their desired results
- Prioritize integrated offerings, based on their potential impact and feasibility

Key Differentiators

1. Leading-Edge POV on what marketers need today
2. Integrated with Seller & Buyer Cycle
3. People side of marketing: Tailored to your company's and people's needs and to personalizing the value
4. Customization for various industry and client needs
5. Research-based content
6. Virtual, in-person, and self-paced
7. Processes, tools, and application-oriented/experiential learning
8. Targeted, results-oriented learning journeys, supported by our impact maps and our unique approaches to measuring results
9. Go-Do's (on-the-job application of learnings)