



Vantage Point Associates Value Proposition Workshop

Audience

1. Product and market managers and business teams responsible for designing, pricing and communicating value propositions.
2. Managers responsible for launching or re-positioning products and services who seek a useful strategic framework—value proposition and positioning—for articulating and validating strategy.

Key Benefits

Value Proposition is an often-used but frequently misunderstood and mis-applied term. This workshop will help you clarify the definition and purpose of the value proposition. It will enable you to run a “sanity check” on your existing value propositions to determine if they uniquely meet the needs of targeted customers. You will be able to assess the true value of your offering to customers as an input to pricing decisions. And, you’ll be able to compare the strength of your value proposition in relation to those of your competitors.

Workshop Objectives

As a result of participating in this workshop, you will be able to:

- Define what a value proposition is and how it can be used to articulate strategy for delivering customer value at a competitive advantage.
- Clearly articulate the elements of your value proposition including:
 - The product and service attributes and related benefits delivered
 - A comparison to competitive offers
 - The recommended pricing approach given the value you deliver
- Describe how your value proposition relates to positioning, and be able to derive the positioning implied by your value proposition.
- Employ the relationship between your value proposition and your implied positioning to further refine and strengthen your value proposition

Topic Summary

| Day 1 | Day 2 |
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| What is a Value Proposition? Why is it important? How the Value Proposition relates to Positioning Creating Your Value Proposition <ul style="list-style-type: none"> • Attributes and benefits of your offering • Comparison to competitive offerings • Economic value of your offering • Pricing approach | Crafting the positioning statement implied by your Value Proposition <ul style="list-style-type: none"> • Perceptual maps • Implied positioning Sanity check – is your value proposition compelling to your prospects and customers? Summary: translating the concepts into action |

Learning Approach

The workshop involves application rather than theory. Participants work on a specific product or market sector for which they have developed or are developing a market-focused strategy. Before the session, they gather available information concerning their offer, their customers and their competitors and use the material for the work that they will undertake during the session.