

Programme

Developing Compelling Value Propositions.

Designed to equip individuals and businesses with the skills and knowledge to create powerful value propositions that resonate with their target audience.

What we cover.

In today's highly competitive market, having a compelling value proposition is crucial for success and differentiation.

This course provides a deep dive into value propositions and details powerful step-by-step frameworks to identify and articulate the unique value that a product, service, or business offers. Participants will learn how to analyse their target market, understand customer needs and pain points, and craft persuasive value propositions that address those needs effectively. The course covers various techniques and strategies for value proposition development, including market research, customer segmentation, competitive analysis, and value mapping.

Through practical exercises, case studies, and interactive discussions, participants will gain hands-on experience in crafting compelling value propositions that captivate customers and drive business growth. They will learn how to communicate their value proposition clearly and convincingly, using language and messaging that resonates with their target audience. The course also explores different channels and platforms for effective value proposition delivery, including digital marketing, branding, and sales strategies.

By completing the Compelling Value Propositions Course, participants will acquire a valuable skill set that can be immediately applied to their business or professional endeavours. They will be able to differentiate themselves from competitors, effectively communicate the unique value they offer, and ultimately drive customer acquisition and loyalty.

Who is it for?

This course is ideal for marketing, sales, product management, alliances and partnerships, and business development teams.

Duration & Delivery Format.

Choose your preferred duration ½ day, 1 day, 2 day, online or physical.

Course Topics.

Module 1: Introduction to Value Propositions

- Understanding the role of value propositions
- Components of a compelling value proposition
- Examples of successful value propositions

Module 2: Customer Analysis for Value Propositions

- Market segmentation and target audience identification
- Customer needs assessment techniques
- Mapping customer pain points and aspirations

Module 3: Value Proposition Tools and Frameworks

- **6-Step Value Proposition Creator:** A tool building value propositions from ideation to execution in market.
- **Value Proposition Canvas:** A tool developed by Strategyzer that helps businesses understand and design value propositions by mapping customer needs and product features.
- **Propositioner:** This tool offers a step-by-step approach to creating value propositions and helps align your product or service with customer needs.
- **Upboard:** This tool assists in designing, testing, and iterating value propositions, allowing you to validate your ideas and gather feedback from potential customers.
- **Persona Creator:** While primarily for creating buyer personas, it can indirectly aid in understanding customer needs and shaping value propositions accordingly.

Module 4: Crafting Compelling Value Propositions

- Aligning value propositions with customer needs
- Differentiation strategies: solving unique problems and fulfilling unmet desires
- Benefits vs. features: creating customer-focused value statements

Module 5: Communicating Value Propositions

- Selecting appropriate marketing channels for value proposition communication
- Developing persuasive messaging and positioning
- Integrating value propositions into marketing materials

Module 6: Competitive Analysis and Differentiation

- Evaluating competitors' value propositions
- Identifying gaps and opportunities for differentiation
- Leveraging strengths to stand out in the market

Module 7: Refining and Adapting Value Propositions

- Gathering and incorporating customer feedback
- Monitoring market trends and adapting value propositions accordingly
- Continuous improvement strategies for sustaining value over time

Assessment Methods.

- Quizzes and assessments after each module to gauge understanding
- Group projects for crafting and presenting value propositions
- Case studies analysing successful and unsuccessful value propositions
- Final project: Develop a comprehensive value proposition for a real or hypothetical product/service

Further information:

info@techsensecity.com

+44 208 050 5851

<https://www.techsensecity.com/>