

# Value Proposition Workshop

Formulate a value proposition that will resonate with your customer needs



## What is it?

- A workshop where one will define and formulate the value proposition of an existing or future offering with a strong focus on the customer needs

## What results can I expect from the VP workshop?

- The building blocks of a strong value proposition are defined (what are we offering, for what segment(s), what is the value we create, the customer problem we are solving, what proof do we have of our statement?)
- A strong value proposition is usually the most common request from sales, as it allows to sell on value, thereby increasing both revenues and profit

## Delivery and required efforts

- Interview with client to set the frame
- Preparation by the client: Identify customer needs and validate with sales/customers
- Half a day to one day workshop (depending on the complexity of the offering) to go systematically through all the steps that will allow us to identify the building blocks of the value proposition