

BY PRODUCT VALUE PROPOSITION WORKSHEET

STEP ONE

List your top 3 core products/services:

Suggested criteria for your top product/service

1. Highest Sales Volume in Quantity
2. Highest Gross Margin
3. Highest Profit Margin

PRODUCT/SERVICE ONE:	
PRODUCT/SERVICE TWO:	
PRODUCT/SERVICE THREE:	

STEP TWO

For each product/service, list 3-5 problems this solves for your ideal client

PRODUCT/SERVICE ONE:

1.
2.
3.
4.
5.

PRODUCT/SERVICE TWO:

1.
2.
3.
4.
5.

PRODUCT/SERVICE THREE:

1.
2.
3.
4.
5.

STEP THREE

Now that you have a consolidated list for each product/service, and associated solutions, write a value statement for each one that looks like this:

“**[Ideal Client Profile]** suffer due to the following **[insert problem]**.
“One solution to this problem is **[insert solution]**, which is why my **[insert product/service]** is of high value for my clients.”

Write your product/service value statement below:

Example:

STEP ONE

PRODUCT/SERVICE ONE:	<i>Two Day Strategic Alignment Workshop</i>
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STEP TWO

PRODUCT/SERVICE ONE: *Two Day Strategic Alignment Workshop*

1. <i>Clarity of core objectives for the business</i>
2. <i>Transparent targets for sales pipeline</i>
3. <i>Reduction of conflict for owners and executives</i>
4. <i>Reduce confusion for faster decision making</i>
5. <i>Business growth with directed efforts</i>

STEP THREE

Small and medium business owners who have grown in team size suffer *profit loss due to conflict within the team and lost productivity within their departments*. One solution to this problem is to *reduce confusion for faster decision making* which is why my *Two Day Strategic Alignment Workshop* is of high value for my clients.