

**Construction of the Value Proposition Statement:**

[Company] helps [customer] [get results] by [solution].

**Value Proposition Examples:**

**Sales Xceleration**

Many businesses struggle to grow their sales. Sales Xceleration provides **business owners** with an **experienced Sales Consultant** to **drive sales growth** when you need it most.

**Southwest Airlines**

Southwest helps travelers save money while flying with low-cost, friendly and on-time flights.

**Slack**

Slack helps teams and organizations improve collaboration and communication by providing a real-time messaging, archiving, and search platform.

**Stripe**

Stripe helps businesses and entrepreneurs accept and manage online payments by offering a suite of payment APIs and commerce infrastructure.

**Airbnb**

Airbnb helps travelers find unique accommodations worldwide by connecting them with local hosts who list their spaces.

**Tesla**

Tesla helps environmentally-conscious drivers reduce their carbon footprint by manufacturing high-performance electric vehicles and renewable energy products.

**Shopify**

Shopify helps small to medium-sized businesses sell products online by offering an easy-to-use ecommerce platform and various business management tools.

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