

# Constructing a Value Proposition

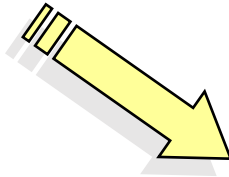


## STEP 1

Some quantifiable community.

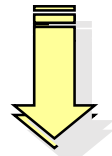
Can be your prospects' employees, their customers, their target markets, partners, etc.

It's the people at the heart of the primary problem to be solved.



## STEP 3

The Math. What are dollars at play today?



## STEP 4

The quantifiable improvement provided by your Solution.



## STEP 2

Quantifying what the people with the problem are doing that the solution will change; i.e. hours work, output produced, sales cycles, etc.

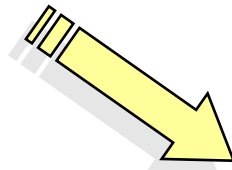
The Payoff. Projecting the measurable improvement in dollars



# Example Value Proposition – Expense Reporting Software



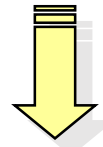
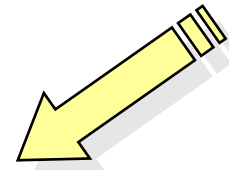
100 sales people



Creates reimbursable expenses of  
\$582,400.00 per year



Traveling an average of 200  
miles each per week  
reimbursed at \$.56/mile....



Thanks to our Solution and our integrated GPS and mapping  
module, mileage is computed automatically, reducing  
inaccuracy from rounding and guessing by 20%



Paid out reimbursement is reduced by \$116,480 per year

