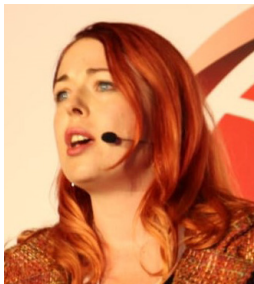
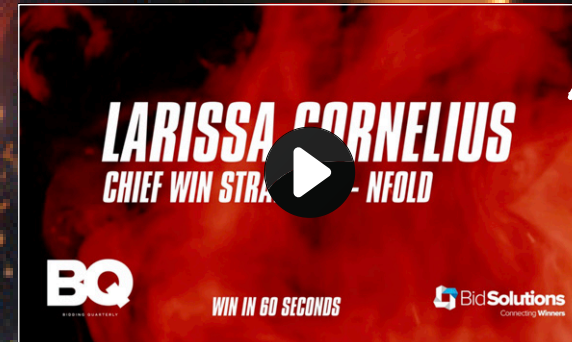


SELL THE SIZZLE, NOT JUST THE STEAK



LARISSA
CORNELIUS



Watch
Larissa's
Win in 60
Seconds video
here.

CREATING AND USING A VALUE PROPOSITION STATEMENT IS A KEY TIP I USE WHEN CRAFTING WINNING BIDS, PROPOSALS AND PITCHES.

While this concept is not new in the realm of bidding best practice, its effectiveness cannot be understated. A value proposition serves as a statement that persuades a specific customer to choose your offer by connecting your message to the value they will receive. It shifts the focus from 'what' you are offering to 'why' they should choose you.

A value proposition addresses the 'why' behind your solution, making it more captivating and compelling to potential clients. In practical terms, the value proposition template we use is:

"[Customer], by addressing your [Needs], will meet your [Future State]. We will achieve this by implementing [Company] [Outcome-based Solution]. [Legacy Facts] prove we will deliver. [Driving Action] is needed to gain value."

An example would be: "By increasing your win rate by 31%, Unicorn Holdings will meet your £400 million target. We will increase your wins by outsourcing your bid function to Magic Proposals. As a demonstration of our success, we increased the Wizard Group's wins by 42% within six months and Magic Lane's by 33% within 12 months. The solution will pay for itself within one year for an investment of 1% of your target."

You can use this concise and customer-specific statement in executive summaries, cover letters, pitch decks, and conclusions. Wherever it is used, it will succinctly convey the customer's problem, your proposed solution, and why you are the best choice among competitors.