



for

# VALUE PROPOSITIONS

Your value proposition is the promise of the unique benefits that your product or service will deliver to customers. It's what sets you apart from the competition and captures the attention of potential clients.

Here are eight tips to help you write your value proposition.

1. Explain the unique benefits or value that a product, service or solution can offer to a customer.

2. The value proposition should be clear, concise, and easy to understand.

3. Focus on the customer's needs and how the product, service or solution can solve their problems or address their pain points.

4. Must be relevant to the customer's industry or market segment.

5. Must supported by evidence or proof that demonstrate the product, service, or solution's effectiveness.

6. Must differentiate the product, service or solution from its competitors and show its unique selling points.

7. Must align with the overall goals and objectives of the proposal and the organisation.

8. A value proposition should be consistent across all communication channels and touchpoints.



Strategic proposal and pitch consultants that help you win more bids, proposals and pitches - with less effort.

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