

Strengthening Your Value Proposition

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Strengthening Your Value Proposition

Value Proposition

*A **value proposition** is a promise of **value** to be delivered and acknowledged. A **value proposition** can apply to an entire organization, or parts thereof, or your competitive position, or products or services.*

Strengthening Your Value Proposition

Value Proposition

It's a statement from you to someone else

Your customer or potential customer

A new member

Others in your industry

Strengthening Your Value Proposition

Value Proposition

- Clearly identifies the benefit that a person will get from
 - Buying and using your product
 - Dealing with you vs your competitors
 - Working for your co-op

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A statement:

FreshBooks: Small Business Accounting Software designed for you, the non-accountant.

A few words:

MacBook: Light.Years ahead

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It may provide a built-in reference

SalesForce:

Accenture moves faster with *Salesforce Lightning*

Slack:

A messaging app for teams who put Robots on mars!!

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Or it may appeal to a social purpose

Tom's Shoes:

With every pair of shoes you purchase, TOMS will give a new pair of shoes to a child in need.

Strengthening Your Value Proposition

Support your value proposition

Be specific

“New Improved widgets. They’re better!”

Prove your claim

“According to a study of ...”

Provide a guarantee

Samples, free trials, demos...

Spokespeople

Strengthening Your Value Proposition

Differentiate you from your competition

What makes the biggest difference to your customers

How is that difference expressed

Match the wording that your customers are using

Co-op Values, Awards, Recognition

Strengthening Your Value Proposition

Your Co-op

Attracting new members

Recognition, Awards

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Your Co-op

Vision, Mission Statement

Values

Community Involvement

Awards, recognition

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Value Proposition

Match your value proposition to the audience.

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Thank You

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