



Strengthening your Co-op's Value Proposition

POSITIONING YOUR CO-OP FOR MORE EFFECTIVE SALES: PRICE, BRANDING, ADVERTISING

Intentions

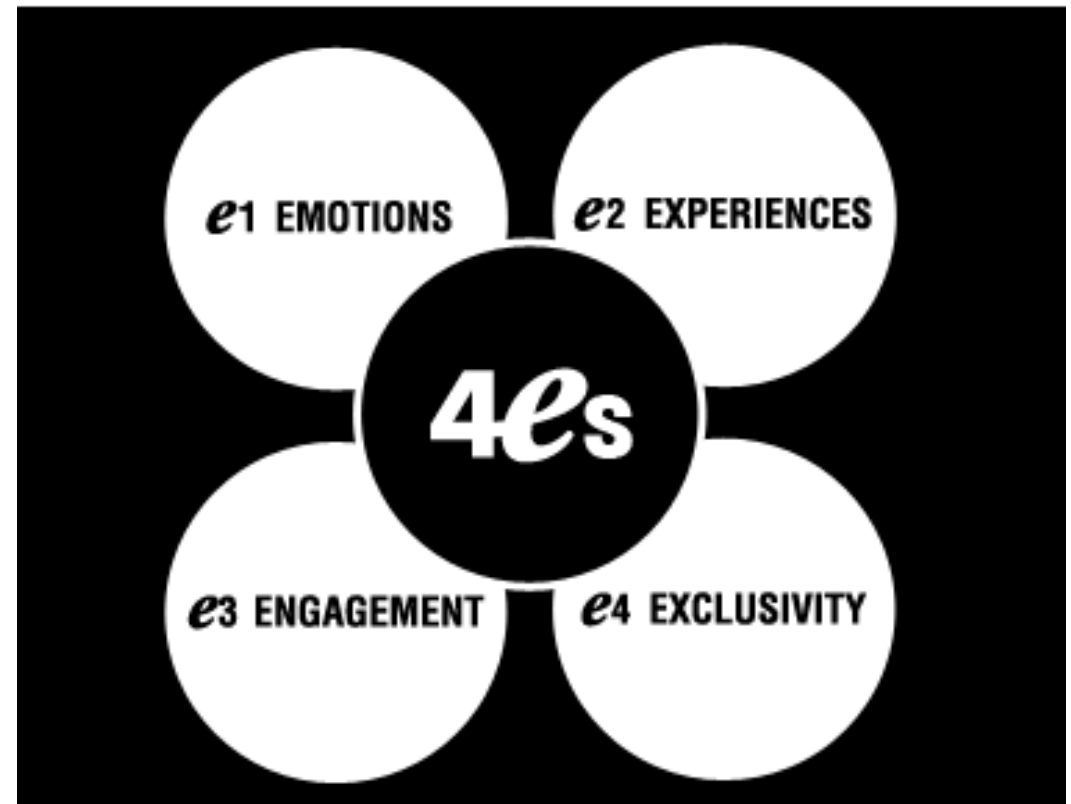
- ▶ **What is a value proposition?**
- ▶ **Pricing and Promotions**
- ▶ **Engage: Tell. Your. Story.**
- ▶ **Human Connection**

What is a value proposition?

▶ ***Definition:***

An innovation, service, or feature intended to make a company or product attractive to customers.

Pricing and Promotions



ENGAGE: Tell. YOUR. Story.

- ▶ One of the most important strategies for business is to **Tell. YOUR. Story.**
- ▶ No matter what your title or position it is in your co-op, every person is a story-teller and is in sales.

Human Connection



- ▶ *There is no more B2B or B2C.*
- ▶ *It's H2H: Human to Human*

- Bryan Kramer

Final Advice

People do business, and continue to do business with like-minded people because they choose too...

There is always other competition providing the same service or selling the same product, although it's that personal connection that WILL make the difference.