

Set Value Proposal

⌚ 40 MINUTES

Rate, project and orient your product or service with a proposal of attractive value for your customer. Become the new object of desire.



Advice

The Value Proposal is very useful in countering companies and the client. You can not represent your client well or invite you to be part of the session.

1 Products and Services

What products or services can apply to your customers through whom they perform their tasks?

2 Vitamins

How do you solve your problems or your customers?

5 Benefits

What benefits do you expect from obtaining your clients when performing tasks?
What results and expectation wait your customer?

4 Client tasks

Which common tasks are related to your product or are intentions maintained for your clients?

3 Painkillers

How do you help your customer to calm their problems?
What problems can you eradicate?

6 Pain points

What does annoy your customer?
What challenges find?
What common mistakes make?