

# Everything you need to know

Creating compelling B2B value propositions that convert



## The secret sauce for great value propositions

### 01 Use the customer perspective

What do your customer segments really need?

It's very difficult for people to remove themselves from their idea or their product, service, or technology. Customer and prospect interviews are a great way to generate insights.

What are their dreams? What keeps them up at night? Know them well and you can create a compelling proposition.

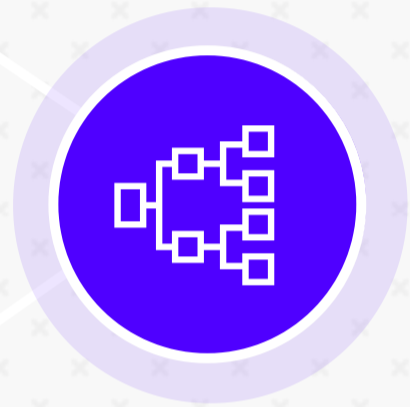
### 02

#### Never speculate

Use data and validate your assumptions – never speculate!

Whilst assumptions can be great to get the ball rolling, when developing or optimising a proposition, they should never be the key driver.

We live in an age where data is at our finger tips. Use it. Challenge your assumptions, what makes you think that way? What does 1st or 3rd party research tell you? What does that mean for your proposition?



### 03

#### Make personalisation your friend

Don't group multiple customer segments together

Be careful not to combine multiple customer segments together. Size and maturity of business, type of stakeholder are all key factors to consider when building your propositions and creating messaging that will engage and resonate.

What works for an early adopter will not work for the late majority, ensure your propositions reflect this.

### 04

#### Be emotive

Demonstrate understanding, empathy and ensure your messaging is authentic

We're all human, and are driven as much by personal as well as professional needs. Your value propositions should do the same.

Focus on your customer, demonstrate you understand the challenges they face both professionally and on an emotional level. Clearly articulate how you offer them value.



### 05

#### Build in agility

Those that develop agility will be most likely to thrive and survive through challenging times

Agile ways of working lends itself well to value proposition development, particularly during times of uncertainty.

Define and agree what good looks like and how you will measure success combined with a **test, learn and improve** approach that enables you to iterate and optimise your propositions at pace.

 Need help to build really good value propositions? Let's have a coffee and discuss.