

# VALUE PROPOSITION CHECKLIST

- Have you defined the market segments you want to target?
  - Do you understand your market's points of pain?
  - Do you have a clear idea of the quantitative and qualitative aspects of the value your customers are looking for?
  - Do you understand the nature of the risk your customers perceive if choosing you?
  - Have you identified the specific offer you are making to the target market?
  - Do you understand how your offer draws on your company's competencies and capabilities to deliver value?
  - Have you linked your offer to your market's needs and pains, and framed this in terms of benefits?
  - Have you compared and differentiated the value that you deliver from the value delivered by your competitors?
  - Have you identified sources of proof to substantiate your ability to deliver on your value promise?
- Have you used these factors to craft the compelling story of the value you can create?**

