



# Nail your value proposition

## the workshop

Attending this workshop will help you to:

(max. 12 attendees)

- ✓ Articulate your offer to the market
- ✓ Capture your 'USP' and your commercial 'sweet spot'
- ✓ Communicate your value in a clear, concise and compelling way
- ✓ Create a 30- and 60-second elevator pitch
- ✓ Start building a business development and marketing strategy

**Welcome**  
09.15 - 09.30

- 'What are your expectations of today?'
- The elusive 'value proposition': what is it and why should we nail it?

**Pinning down the seven Ps**  
09.30 - 11.15

**The 7 Ps of a value proposition:**

1. Product (or service)
2. People
3. Problem
4. Promise

**Coffee Break**  
11.15 - 11.30



**Pinning down the seven Ps cont'd**  
11.30 - 12.30

5. Positioning
  6. Place
  7. Price
- Pull the seven Ps together & define your 'sweet spot'

**Lunch Break**  
12.30 - 13.15



**Creating the soundbites**  
13.15 - 15.00

- Turn the value proposition into a 30-second and 60-second soundbite ('elevator pitch')
- Practise giving the soundbites + feedback
- Support materials? External (ie client) feedback?

**Coffee Break**  
15.00 - 15.15



**How the VP supports your sales & marketing strategy**

15.15 - 16.30

**Points to ponder:**

- How to internalise & embed the VP in the business
- 'Market-making': a proactive approach to BD
- Organisations in your 'sweet spot' become targets
- What your VP means for your marcomms

**Round-up**  
16.30 - 17.00

- Summary of workshop
- Next steps/action plan
- Workshop evaluation & close