

The Valuable PREselling Proposition(VPP) Creator

A unique value proposition should answer the questions: "Why should I buy this product or service?" as well as "Why should I do anything at all". It is a clear and specific statement about the tangible benefits of an offering.

Here is a template for creating a value proposition, which may be referred to as a positioning statement. Note the first portion of the value proposition asserts the value of the offering and the second sentence asserts the positioning of that value.

First Sentence:

For (target customer)

who (statement of the need or opportunity)

the (product/service name) is a (product/service category)

that (statement of benefit)

Second Sentence:

Unlike (primary competitive alternative)

our product (statement of primary differentiation)
