THE VALUE PROPOSITION
Your Marketing's Command & Control Center

Build a core marketing message that gives customers an "ultimate reason" for choosing you!

Use customer logic to build it:

1 What are your offerings?

2 Who are your customers?

3 What benefits do you offer?

4 What makes you distinctive?

Use customer logic to test it:

If your customer can say this: *Your value proposition has* THIS:

- "I understand it." ⟶ **CLARITY**   ★
- "I believe it." ⟶ **CREDIBILITY**   ★★
- "I want it." ⟶ **APPEAL**   ★★★
- "I can't get it anywhere else." ⟶ **EXCLUSIVITY**   ★★★★

★★★★ *increasingly difficult to achieve but increasingly valuable to your customer*

Get your free assessment: (973) 331-0948

MECLABS-Certified Value Proposition Developer

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