

Deliver effective value propositions

Facilitated workshop over several sessions

How good are your sales and marketing teams at articulating the value of your products and services?

What are the workshop objectives?

- attendees know and can use the key elements of a value proposition
- have practised creating and articulating value propositions
- have confidence to take their skills into new situations
- learning by working on a real client opportunity.

How is the workshop run?

A number of facilitated sessions, working in small teams, usually over 2 to 3 weeks:

- agree the client situation and the material and contacts that teams and their leaders will use.
- introduction to the elements of a value proposition, how to create them, and combine and use them.
- distribute client, product and services information to the teams for review and preparation for the main part of the workshop – typically about a week later.
- facilitated workshop, where teams work through each element of their value proposition in detail, with feedback to other teams and facilitation at each stage. (The workshop is best if done during an afternoon and the following morning)
- teams present their final value proposition, and a plan for its deployment and development.

What topics are covered?

- target audience and its characteristics
- their issue, problem or opportunity – in their words
- what you are offering
- the value they will receive
- how you can provide better value than your competitors – your uniqueness
- assembling, analysing and testing your Value Proposition statement
- developing your value proposition as the campaign develops
- supporting your value proposition with evidence.

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