
PRESENTER **DANIEL NILSSON**

2019



HOW TO CREATE A STRONG VALUE PROPOSITION FOR B2B



LETS FOCUS

On the most important person in the world; **the customer.**



INTRODUCTION

I created this presentation after doing extensive research on how to create a strong value proposition. The data I have reviewed are from marketing experts, Gartner, reports and my own personal experience creating value propositions.



THE PURPOSE OF THE PRESENTATION

Is to share my conclusions and help others.



PLEASE FEEL WELCOME

To share your thoughts, insights or comments. I love feedback.
You can send an email to [**info@daniel-one.com**](mailto:info@daniel-one.com) or visit
[**daniel-one.com**](http://daniel-one.com). I look forward to hear from you!

MY STORY


Daniel Nilsson | Business Developer & Entrepreneur

My passion is to constantly improve and evolve companies. I love to create customer-focused solutions and processes that last. My future goal is to be part of creating and grow a solution that will affect at least 100 million people on an annual basis. I think giraffes are cool.

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HOW TO CREATE A STRONG VALUE PROPOSITION FOR B2B



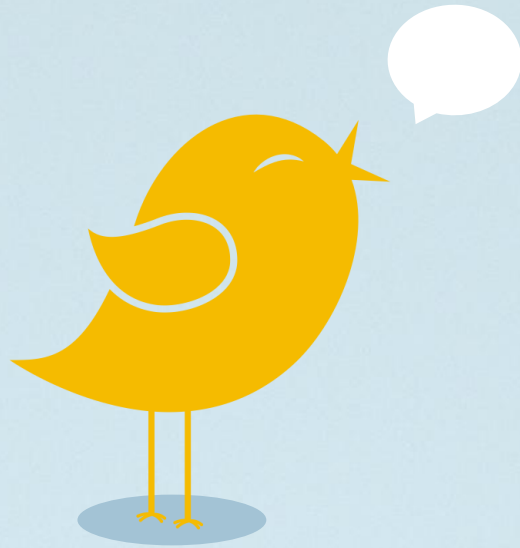


WHAT THE VALUE PROPOSITION IS NOT



IT IS NOT A SLOGAN

Or catch phrase like this one: **L'Oréal. Because we're worth it.**



IT IS NOT A GLOWING DESCRIPTION

Of your unique services, passion for excellence or leading-edge technology.



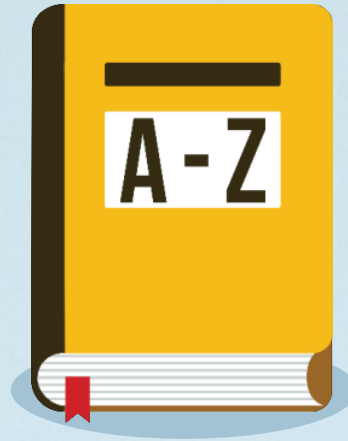
IT IS NOT INFORMATION ABOUT

Your company, product or service.



WHAT IS A VALUE PROPOSITION?

Value proposition is the #1 thing that determines whether people will bother reading more about your solution.



DEFINITION

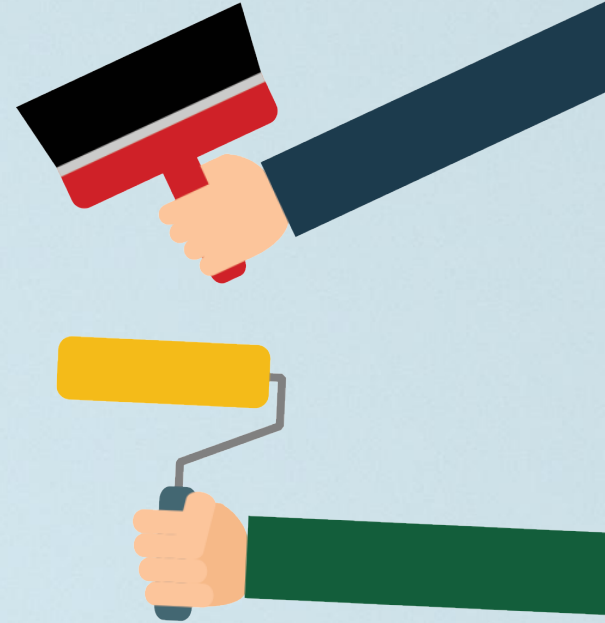
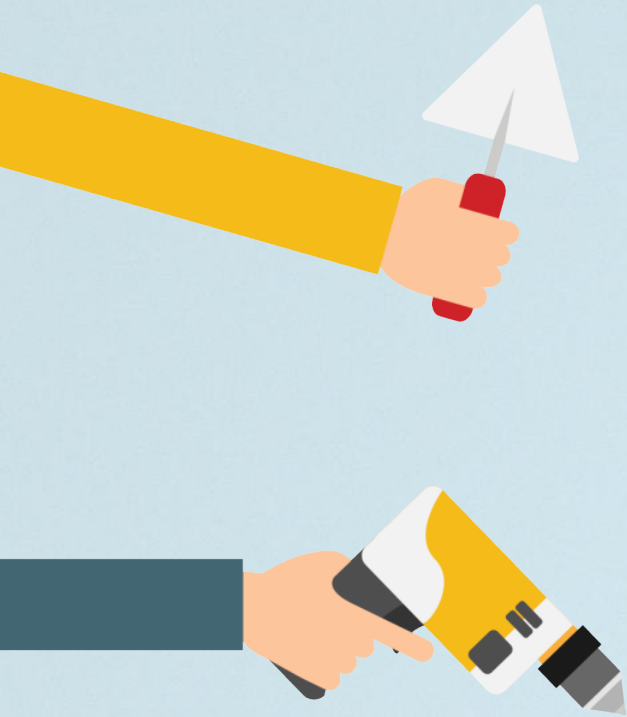
A value proposition is a clear statement about **the outcomes** that an individual or an organization can realize from using your product, service or solution.

“OUTCOMES”

Is the key word.



4 TOOLS TO HELP YOU BUILD A VALUE PROPOSITION



LEARN HOW TO WRITE VALUE PROPOSITIONS

Use the coupon **valueproposition** to get my value proposition course on [udemy.com](https://www.udemy.com) for the ridiculous low price 16 USD (20% discount included).



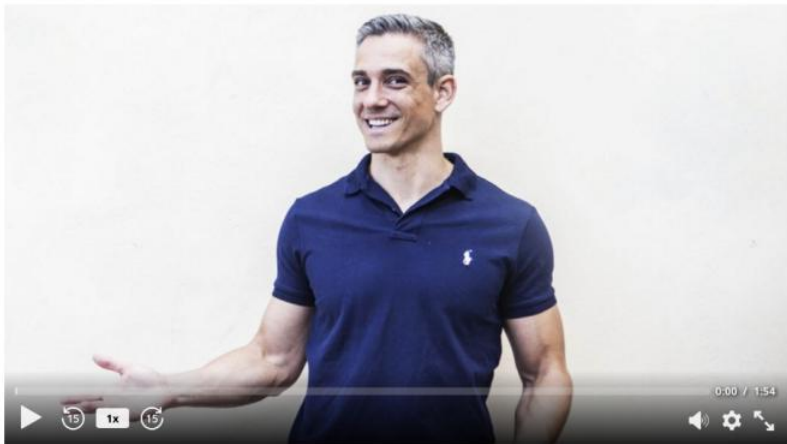
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I will show you 4 amazing Value Proposition tools and how to use them

★★★★★ 3 ratings, 11 students enrolled

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WHAT YOU WILL GET FROM THIS COURSE



Over 24 lectures and 1 hour of content!



Learn 4 amazing tools to create value propositions for B2B.



Advanced value proposition analytics.



Design your own Value Proposition.

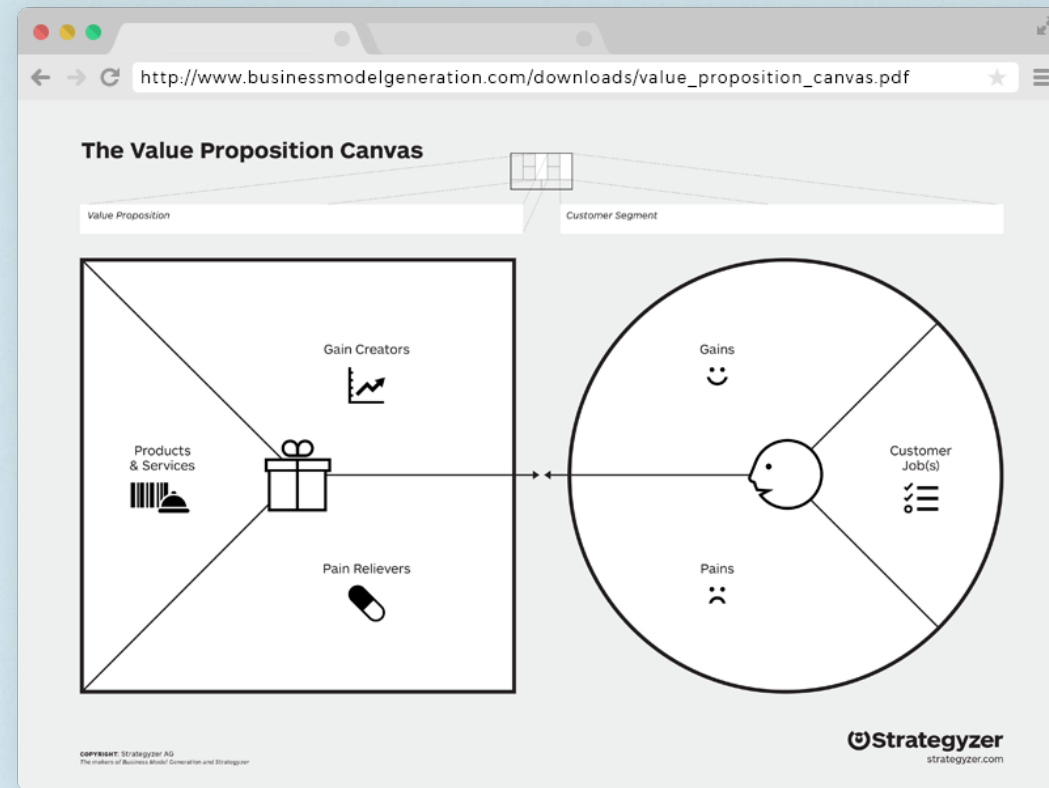


Start your own path to become a Value Proposition Professional.

CHECK OUT THE COURSE!

USE THE VALUE PROPOSITION DESIGNER

Tool #1: Alexander Osterwalder has created an amazing tool that you can use to create your own value proposition.



Download the Value Proposition designer [here](#).

Learn how to use the designer [here](#).

ANALYZE YOUR VALUES COMPARED TO COMPETITORS

Tool #2: Do an assessment of how your offering's price/performance compares with lead competitors.

Source: Gartner (April 2009)	WILD APRICOT	ETAPESTRY	GIVENGAIN	MEMBER CLICKS	Z2NEON	DEMOCRACY IN ACTION	NETWORK FOR GOOD SUITE	CITYSOFT
EASE OF SETUP	○	○	◐	◐	◐	◑	◑	◑
EASE OF USE	○	◐	◑	◐	◐	◐	◐	◑
FLEXIBILITY FOR CUSTOM NEEDS	◑	◑	◑	◑	◑	◐	○	◐
PROVIDES FULL PICTURE OF CONSTITUENT RELATIONSHIP	◐	◐	◐	◐	○	○	○	○
MEMBER TRACKING	○	◑	○	○	◑	◐	◐	○
DONOR TRACKING	◑	○	◐	◑	○	◑	○	○
ONLINE PAYMENT PROCESSING	◐	◐	◐	◐	◐	◐	◐	◐
EVENT MANAGEMENT	◐	○	○	◑	◐	◐	◑	◐
BLAST E-MAIL CAPABILITIES	◑	◐	○	◑	○	○	○	○
WEB SITE CONTENT MANAGEMENT	○	○	◐	◐	○	◐	○	◐
PRICE	◐	○	○	◑	○	◐	○	◐



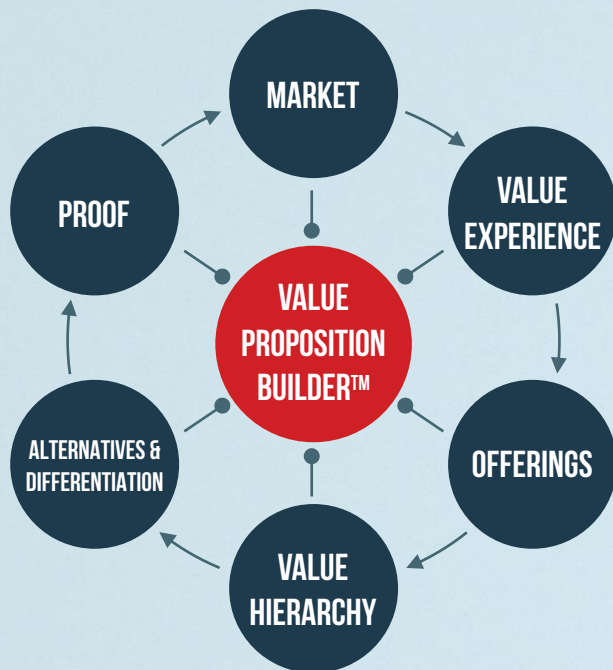
In the figure to the left you have a good example of how you can compare your values with competitors

[DOWNLOAD FREE TEMPLATE](#)

- Sophisticated/Easy
- ◐ Moderate
- ◑ Minimal/Hard
- None

BUILD YOUR VALUE PROPOSITION

Tool #3: Use the Value Proposition Builder process developed by Futurecurve (below).



What value do we deliver to the customer?



Which customer needs are we satisfying?



Which one of our customer's problems are we helping to solve?



Why should the customer choose your solution?



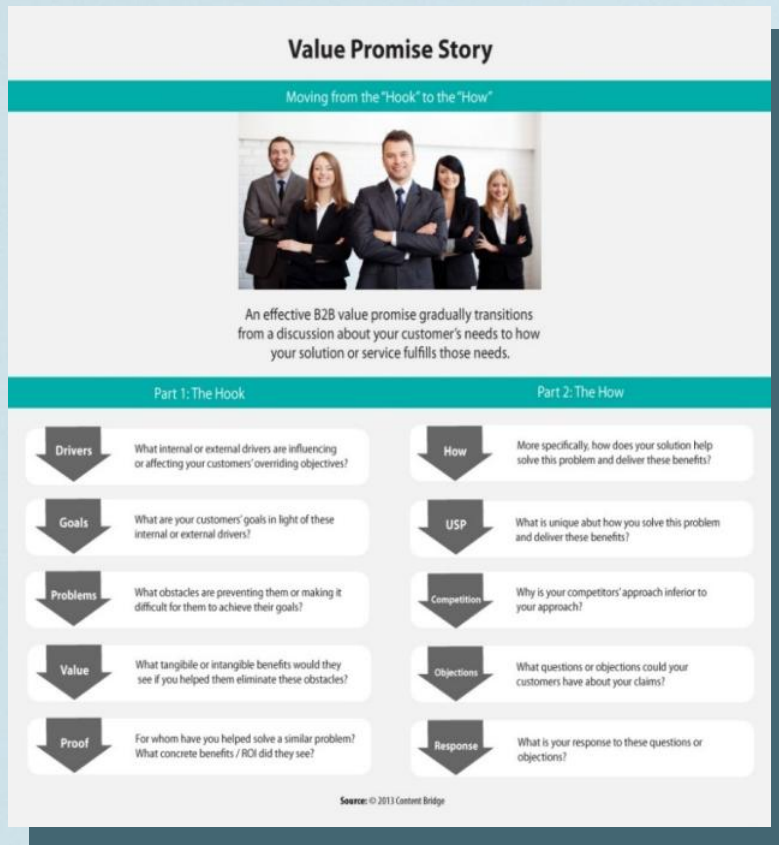
What bundles of products and services are we offering to each Customer Segment?



More info at futurecurve.com.

CREATE A MESSAGE FLOW

Tool #4: Every story has a good flow.



B2B technology marketer Gordana Stik, has created 10 steps to create a really good B2B Value Proposition. Use her tool to create a good message flow.



Use the tool to the left to create your message flow.



Find the tool and instructions [here](#).

CREATE YOUR FIRST VALUE PROPOSITION WITH THE FOLLOWING 4 ELEMENTS





WHAT THE VALUE PROPOSITION CONSISTS OF



1. HEADLINE

What is the end-benefit you're offering, in 1 short sentence. Can mention the product and/or the customer. **Attention grabber.**



2. SUB-HEADLINE

Or a 2-3 sentence paragraph: a specific explanation of what you do/offer, for whom and why is it useful.



3. THREE BULLET POINTS

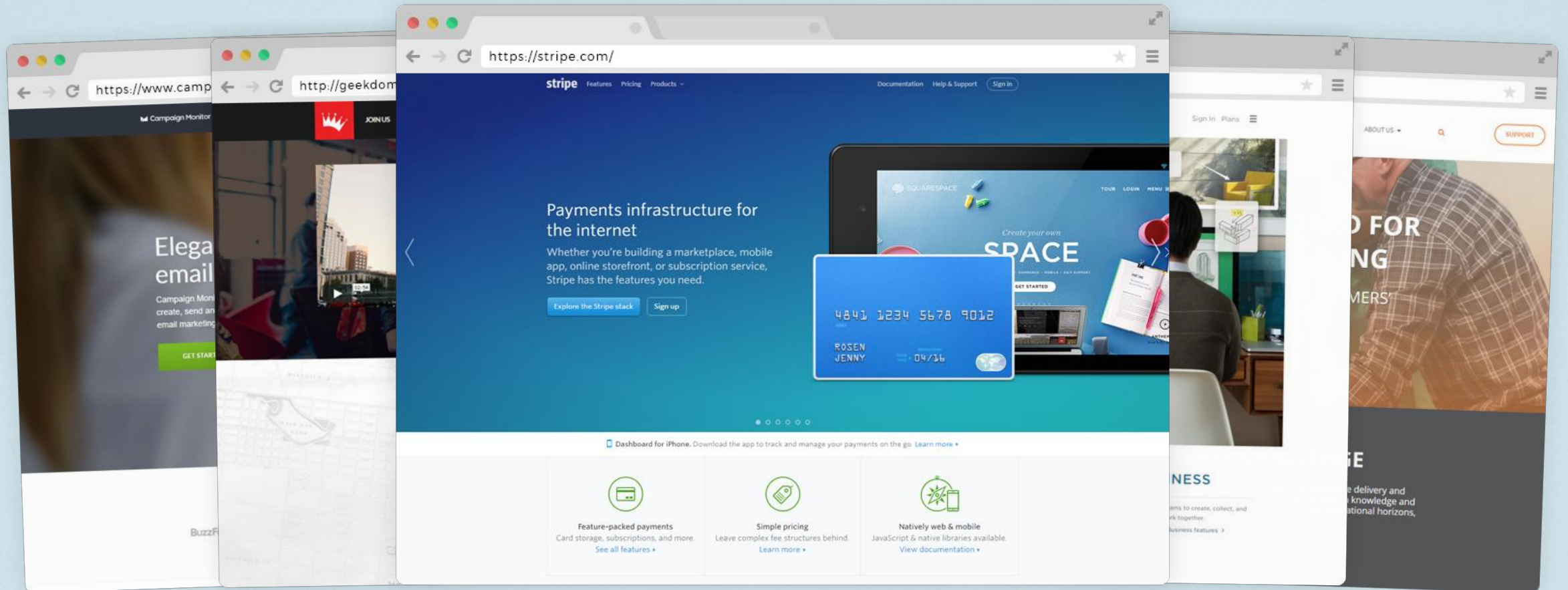
List the key benefits or features.



4. VISUAL

Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.

EXAMPLES



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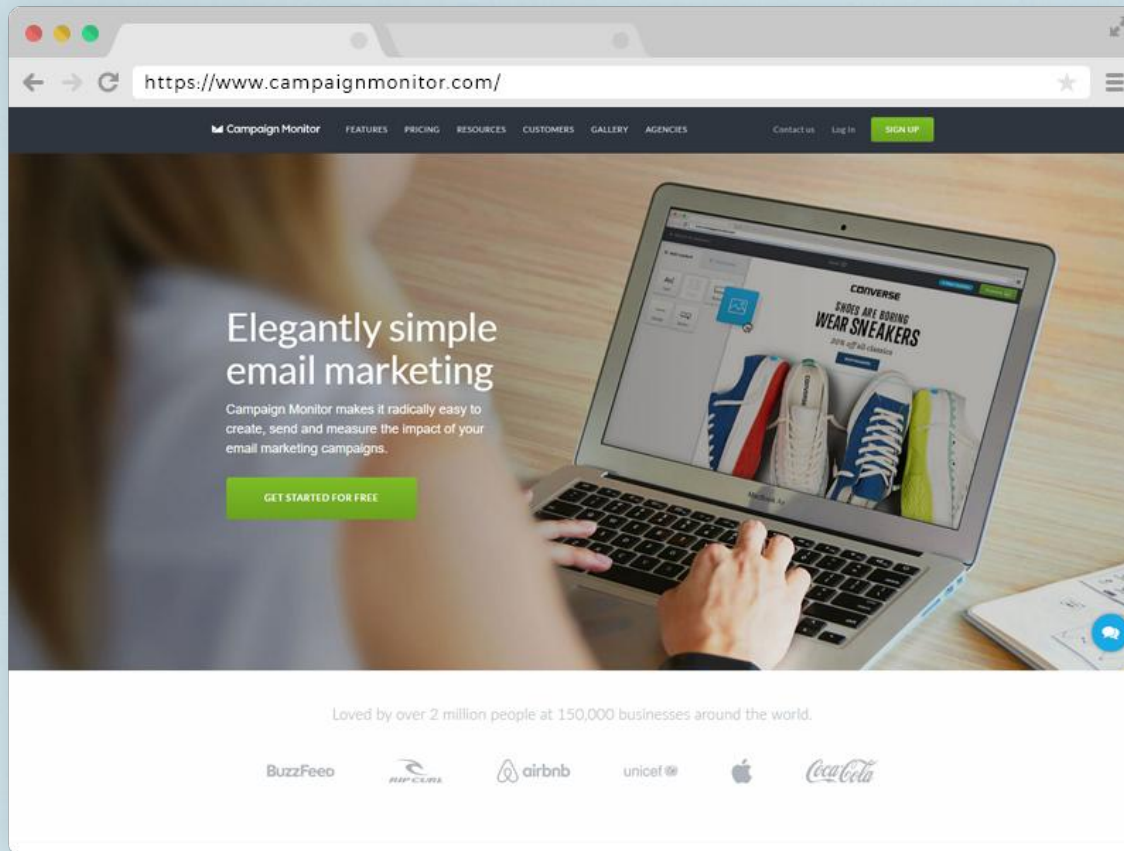
MINDSET



START WITH A PROBLEM

- Start with a story & an uncomfortable truth about the business.
- Present a really good solution and arguments for it.
- Great visual.

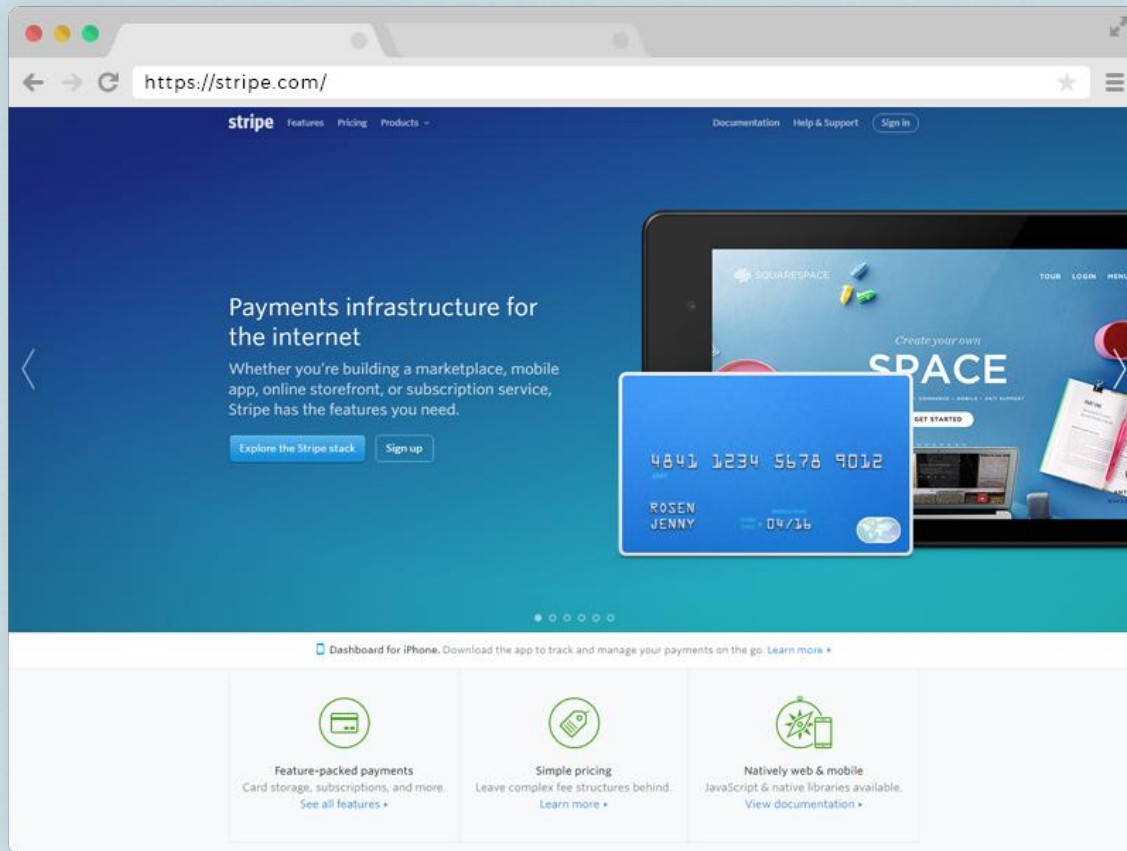
CAMPAIGNMONITOR



CLEAR VALUE PROPOSITION

- Very clear what it is and for whom.
- Specific lead paragraph.
- Key features outlined above the fold.
- A relevant image.
- Features a booster – **“100% rebrandable”**.

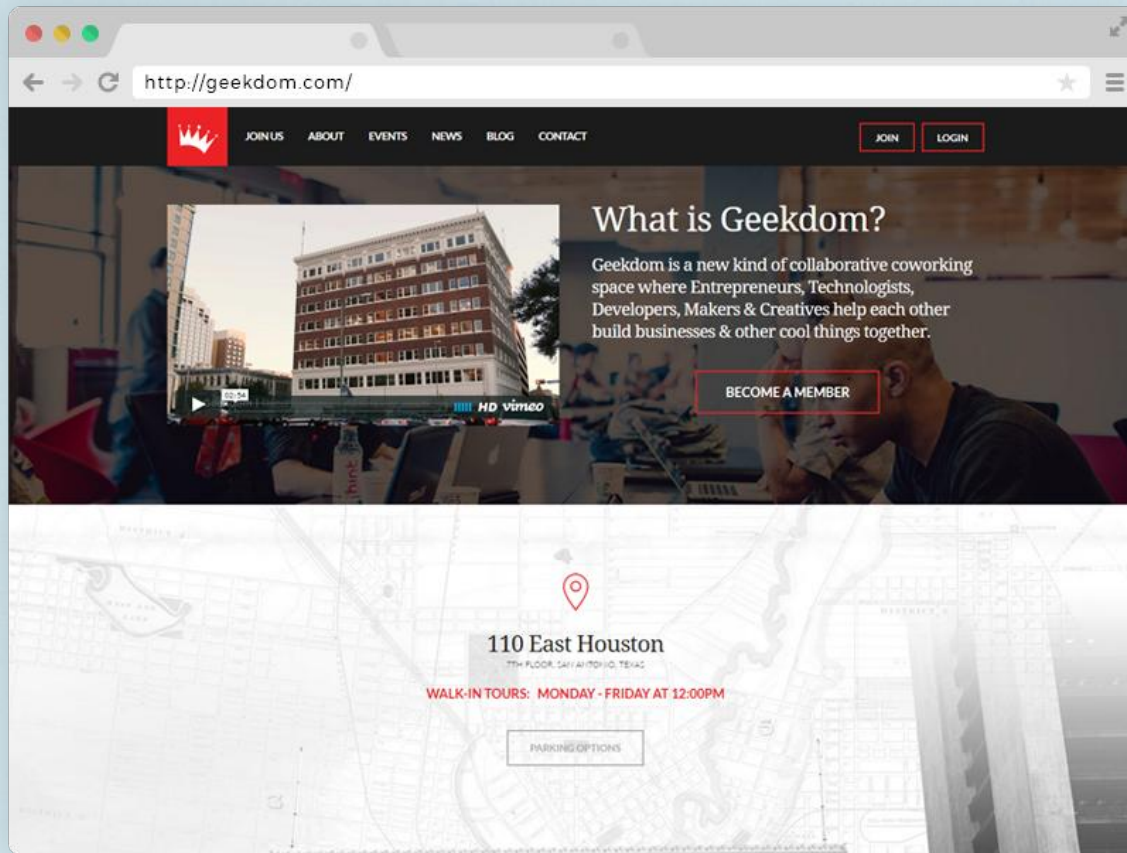
STRIPE



RELEVANT VISUALS

- It's clear what it is and for whom.
- Specific benefit oriented sub-headline.
- Relevant visuals.
- Smooth transition into features and benefits.

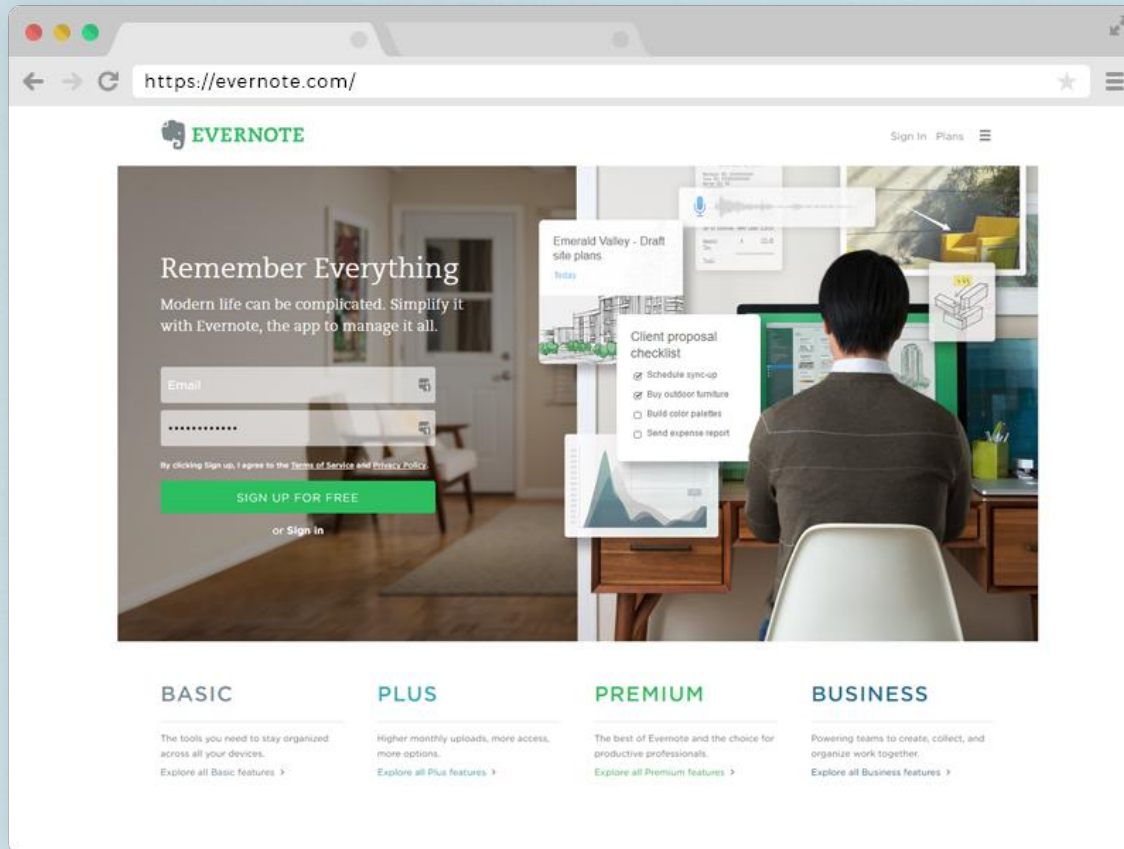
GEEKDOM



RELEVANT IMAGE

- Clear statement about what it is and for whom.
- List of benefits.
- Relevant image.

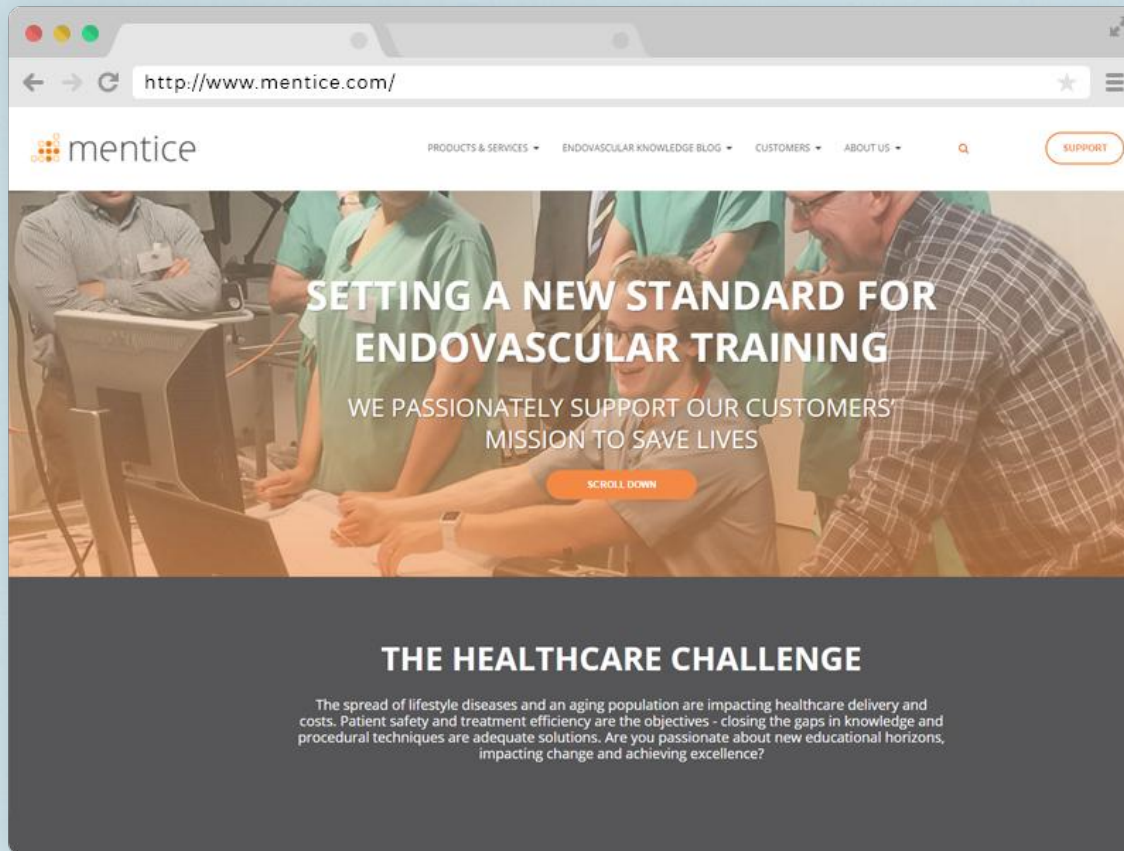
EVERNOTE



STORYTELLING

- A different kind of layout, but well done. It tells a story of 'what' & 'how'. Easy to follow.
- Key features / benefits listed along with relevant imagery.
- 'Remember everything' is a good slogan, but I'd add a specific sub-headline underneath it for improved clarity.

MENTICE



WE ARE A COMMUNITY

This is one of the most difficult value propositions I ever created. Mentice operates in a regulated health care environment selling endovascular simulators to hospitals, training centers & medical device industry. Target customers have different value propositions but there is only one web front page. I needed to catch customers & prospects with one sentence.

Final solution is the longing Mentice customers and prospects have to be better. To achieve excellence and save lives. That is the outcome they want even though they all do it in different ways. My assumption is that if you want to be better within your field you will read more.

DON'T FORGET

The value proposition should be **customer-focused**. Not focused on you.



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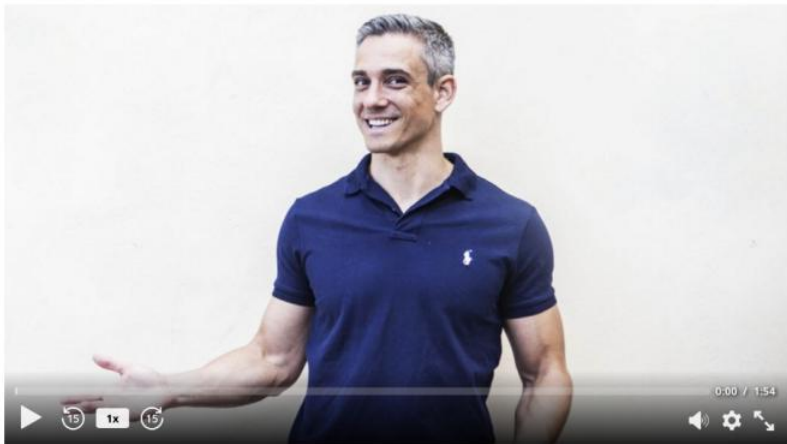
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WHAT PEOPLE SAY

Sebastian Tan



Luckily I found your sharings online, such as '12 steps to build a professional Partner program', which I printed out as my bible now! Thank you for your generous sharing, and hope you have still been working on fantastic projects.

Mary Samson



Thank you! Exactly what I was looking for.... just started heading up sales at an agency and trying to craft their story, needed some basics and these are just what the Dr ordered!

Casper Gerner



I just wanted to thank you for making your work public. I got our partner program presentation from slideshare.net and have used it as inspiration for further development of our company's partner program.

THANK YOU

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