



NatWest

NatWest Business Builder

Value Proposition



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“

FALL IN LOVE

with the
problem

**not the
solution**

”



Notes

What is value proposition?



VALUE PROPOSITION
is a set of benefits a
business promises to
deliver to its customers
to satisfy their needs.





Notes



Chapter 2 – What is a Value Proposition?

Now over to you, spend some time reflecting and answering the following questions for your business...

1. Is your business a pain reliever or a gain creator, or both?
2. What pains do you take away, or what value do you add for your customer?
3. Who is your target audience? And by that, I mean, whose pain do you solve, or who do you create value for?
4. What are the benefits for those people?
5. What will they be able to do as a result of your product or service?



Chapter 3 – Value Proposition Statement

Example

For non-technical marketers who struggle to find return on investment in social media our product is a web-based analytics software that translates engagement metrics into actionable revenue metrics

Template

For (target customer)

Who (statement of the need or opportunity)

Our (product/service name)

Is (product category)

That (statement of benefit)



Actions

Take some time to review what you have learned within this module and write down three key actions that you are going to do as a result to take your business forward. Remember to make them specific, put a deadline on them – and share them with your fellow entrepreneurs so they can hold you accountable.

1. Action One

Complete by:

2. Action Two

Complete by:

3. Action Three

Complete by:

Well done, you have completed the Value Proposition module!

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THANK
YOU



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