



Value Proposition Worksheet

Salesperson/Employee: _____

Date: _____

List three strengths, attributes, or specialties of your company:

- 1.
- 2.
- 3.

Based upon your list above, identify the benefits to the customer for item #1:

- 1.
- 2.

Benefits to the customer for item #2:

- 1.
- 2.

Benefits to the customer for item #3:

- 1.
- 2.



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Exceptional value is created when the customer's total experience out-weights the total cost of doing business with a particular company or establishment. Value cannot always be quantified in dollars and cents, but is typically measured in terms of how well a customer's expectations were (or were not) met. This exercise is designed to rate and identify the value points we offer. As well as improve the customer's perception of our overall value offering.

Total Experience = How often do we meet/exceed our customer's expectations?

	< 25%	30 – 50%	60 – 70%	75 – 85%	90% +
Interactions with our employees					
Communication and Follow Through					
Company reputation					
Product/Service quality					
Product/Service availability					
Features of our products/services					
Guarantee or Warranty					
Met their needs/objectives					
Other					
Other					

Total Cost (to the customer.)

	Above Avg	Average	Below Avg
Price paid			
Time invested			
Effort required			
Risk taken			
Worry/Grief/Stress			
Other			
Other			