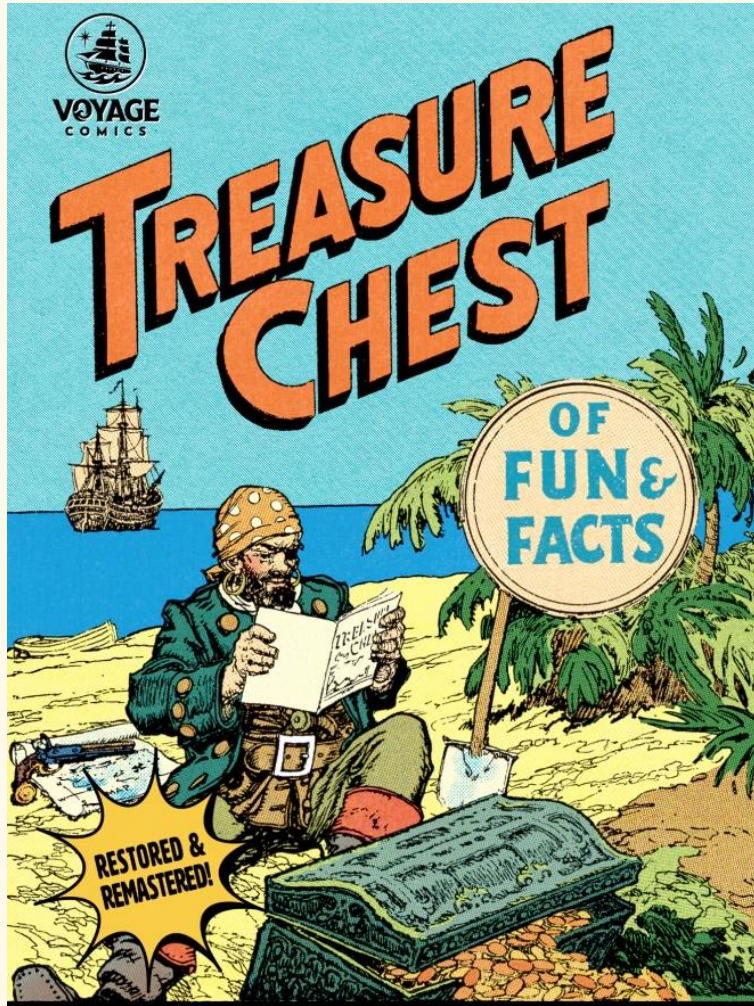


The Value Proposition Proposition



Why mess with a value prop?

- Keeps you and your team focused on organizational goals
- Articulates the benefit of you and your team's existence
- Positions you and your team as experts to be heard and trusted

The Value Proposition Proposition

Definition

A clear statement of specific, tangible benefits the customer receives from using a product/service rather than a competing alternative, in which $\text{value} = \text{benefits} - \text{cost}$: “Why use us?”

The Value Proposition Proposition

Components

Target customer + capability + quantified value +
differentiation factor + benefit to customer

The Value Proposition Proposition

Example

Using Creative Services, Delta BUs and internal organizations can get high-impact, on-brand, on-message marketing materials faster and 50 percent less expensive than external agencies. Creative Services is the foremost authority on Delta Company's brand, design standards, products, and key audiences, thus eliminating the time and effort required when working with an external agency.

The Value Proposition Proposition



The 2 Value Propositions Yours

- Functional skills
- Business skills/acumen
- Communication skills
- Teamwork skills/mindset
- Understanding of business goals and mandates
- Client and stakeholder relationships
- Understanding of your organization's products, services, and audience
- Soft skills
- Innovator

The Value Proposition Proposition

Your Team's

- Brand knowledge
- Operational and financial transparency
- Institutional/bureaucratic knowledge
- Regulatory knowledge
- Client relationships
- Financial stewardship (you are a non-profit)



The Value Proposition Proposition



Articulating Your Value Prop

Include it on all marketing/client/stakeholder touchpoints:

- Your intranet site
- Your email signatures
- In capabilities presentations
- At Town Halls
- Elevator speeches
- Agency marketing campaigns
- One-sheets