



# Value Propositions

Lesson 2 worksheet

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Remember, a value proposition is...

*'A promise of expected future value illustrating  
future relevant and distinct benefits will outweigh total cost of ownership'*

## A new customer sale

Fill out the sample value proposition template below for a new sale.

Writing words and numbers in the templates may seem a relatively easy task. Getting the information to populate the templates with facts may not be.

A common end-line is provided for all value propositions that shows a commitment to review value derived in-use with the customer.

You (customer) will (enhance what) by (amount) as a result of implementing (our solution) for (cost).

By (date) you will be able to demonstrate that the benefits (insert) outweigh costs (insert).

We can uniquely provide (insert point of difference to competitor linked to customer need)

\_\_\_\_\_ will \_\_\_\_\_ by \_\_\_\_\_ as a result of implementing  
\_\_\_\_\_ for \_\_\_\_\_.

By \_\_\_\_\_, you will be able to demonstrate that the benefits \_\_\_\_\_, and  
\_\_\_\_\_ outweigh costs \_\_\_\_\_.

We can uniquely provide \_\_\_\_\_.