



# **CRAFTING YOUR VALUE PROPOSITION**

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# Introduction

- A value proposition is a promise of value to be delivered. It's the primary reason a prospect should buy from you.
- This statement convinces a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings

- . In a nutshell, value proposition is a clear statement that;
  - explains how your product solves customers' problems or improves their situation (relevancy),
  - delivers specific benefits (quantified value),
  - tells the ideal customer why they should buy from you and not from the competition (unique differentiation)

- A company's value proposition communicates the number one reason why a product or service is best suited for a customer segment.
- Therefore, it should always be displayed prominently on a company's website and in other consumer touch points.
- It also must be intuitive and inspirational, so that a customer can read or hear the value proposition and understand the delivered value without further explanation.



# Creating a Successful Value Proposition

- A successful value proposition has a bold headline that communicates the delivered benefit to the consumer.
- The headline should be a single memorable sentence, phrase or even a tagline.
- A sub-headline is often displayed below the main headline, expanding on the explanation of delivered value and providing a specific example of why the product or service is valuable.
- The sub-heading can be a short paragraph between two and three sentences, with bullet points below the sub-heading to list the key features or benefits of the product. This allows consumers to scan the value proposition quickly and pick up on the product or service e features.

**Added visuals increase the ease of communication between business and consumer. It must be:**

- Memorable
- Inspirational
- Satisfying
- Compelling

# APPLE'S VALUE PROPOSITION



Why there's nothing quite like iPhone.

Every iPhone we've made — and we mean every single one — was built on the same belief. That a phone should be more than a collection of features. That, above all, a phone should be absolutely simple, beautiful, and magical to use.

# CARTAgro's VALUE PROPOSITION

## The Farmer's Commercial Hub

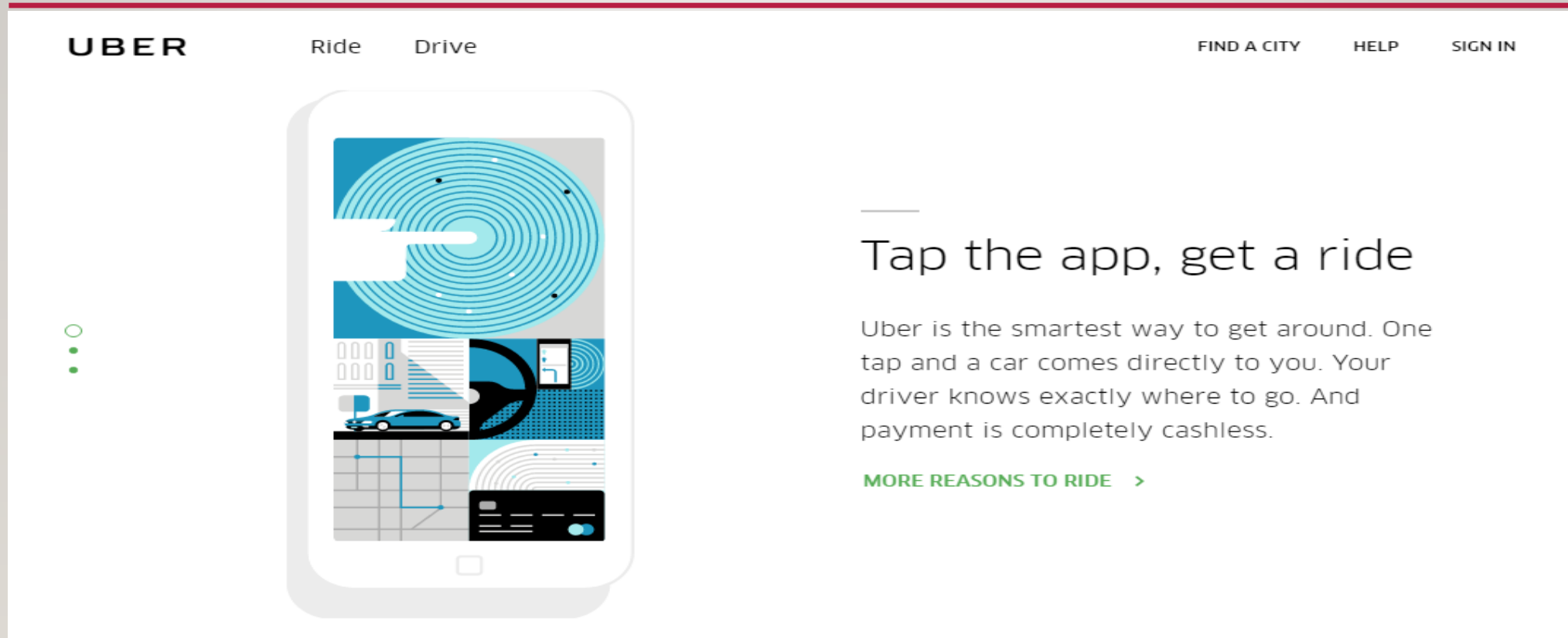
CARTAgro is the digital marketplace for local farm produce in Ghana.

While empowering the local farmer, our clients enjoy convenient services.





# UBER'S VALUE PROPOSITION

A screenshot of the Uber website homepage. The top navigation bar includes the Uber logo, 'Ride' and 'Drive' buttons, and links for 'FIND A CITY', 'HELP', and 'SIGN IN'. The main content area features a large illustration of a smartphone displaying the Uber app interface, which includes a map with concentric circles, a car icon, and a payment section. To the right of the phone, the headline 'Tap the app, get a ride' is displayed, followed by a paragraph describing Uber as the smartest way to get around, and a link for 'MORE REASONS TO RIDE'.

UBER

Ride Drive

FIND A CITY HELP SIGN IN

Tap the app, get a ride

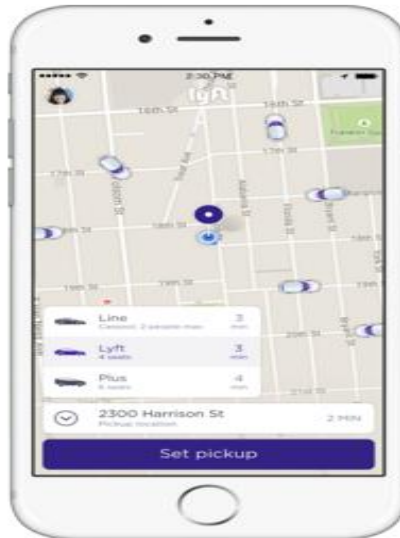
Uber is the smartest way to get around. One tap and a car comes directly to you. Your driver knows exactly where to go. And payment is completely cashless.

[MORE REASONS TO RIDE >](#)

# LYFT'S COMPETITOR'S VALUE PROPOSITION- COMPARE WITH UBER'S

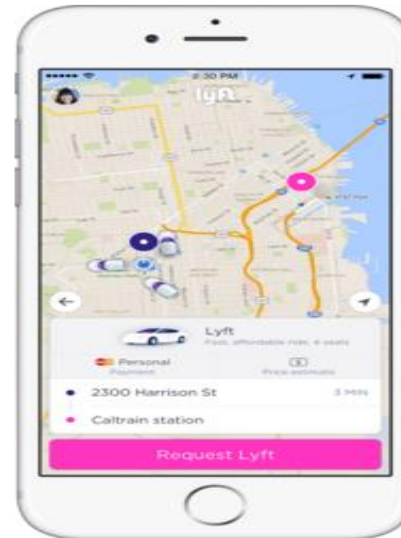
## 1. Request

Whether you're riding solo or with friends, you've got options. Tap to request Lyft, Lyft Line, or Lyft Plus.



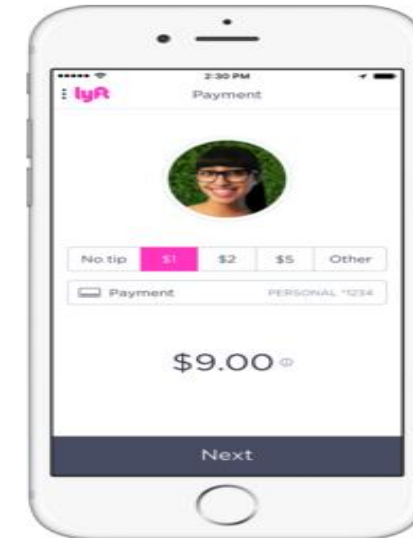
## 2. Ride

Get picked up by the best. Our reliable drivers will get you where you need to go.



## 3. Pay

When the ride ends, just pay and rate your driver through your phone.



# TASK:

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Download the value proposition worksheet and craft the value proposition statement for your idea/business with the sample format