



INDIVIDUAL VALUE PROPOSITIONS

What if you were in the position of your customer, listening to the presentation of your proposal?

Would it motivate you to buy?

Were your goals and decision criteria really understood?

Were the benefits clear for you?

How well did the solution address them?

Did it clearly set the company apart from competitors?

These are some of the elements customers look for in a proposal presentation – salespeople call it their value proposition.

So, what exactly is a value proposition?

It can take on a number of different forms. Let's focus here on the Individual Value Proposition, the Deal One-Pager and the Business Case each have their own module.

An Individual Value Proposition focuses on one person, perhaps a key decision maker or an important influencer. Depending on the complexity of the customer's buying process, there may be many people involved. This means you have to develop multiple individual value propositions – one size does not fit all.



An Individual Value Proposition is often **written** – such as the follow-up e-mail to a meeting and must as the name implies address the needs of that person.



Ideally, the recipient recognises **their own words** in the description of the goals and solution requirements discussed in the meeting.

The solution and benefits show a **clear link to their goals**, and the description of your competitive strengths is not just words, but mirrors their experience of working with you.



GOAL

To ensure that the people in the decision-making process feel well understood – and motivated to buy from you.