

Building a Compelling Value Proposition

Create a value proposition that attracts the right customers and employees

Building a compelling value position is the cornerstone of a successful business model and yet, it is something that so many businesses find difficult. This workshop delivers the following value for participants:

KEY BENEFITS

- Identify your value proposition and audit it for strength and customer value
- Communicate your value proposition effectively to all audiences (both internal staff, external customers and stakeholders)
- Support the value proposition with evidence and results (including case studies, testimonials and staff personal development plans)

PROGRAM OVERVIEW

Pre-Program Teleconference

This teleconference sets the stage for your involvement and outlines the pre-work required to participate effectively in this workshop. It is also a chance to ask questions and meet your peers prior to attending the workshop. During this session you will also become familiar with the Marketing Strategy Program forum where we will hold pre-work documents and discussions.

Workshop Outline

- **Step 1. What is a Value Proposition?**
We provide a definition for value proposition and a framework so everyone can understand the concept. It is a widely used term but rather than marketing puffery we look at what makes a customer centric marketing proposition that is the cornerstone of great business performance.
- **Step 2 – What Determines the effectiveness of a Value Proposition?**
We discuss how to measure and adjust the factors that determine the actual effectiveness of your value proposition. If you can't demonstrate the value you offer in ways that are important to your audience, then the customer will always compare on price. We will ask you to re-think your value proposition and view it from your customer's eyes to understand their preferences and requirements. Value propositions should be distinctive, measurable and sustainable. Working in small groups, and getting participants to measure each other's value proposition for effectiveness is a great feedback and collaboration opportunity.
- **Step 3 – How to Craft Your Value Proposition**
We teach you a step-by-step process on how to craft your own value proposition. The first step is to eliminate the value assumption: assuming what is valuable for a customer. We take an outside in approach. What matters most to your customers? In their market, what are points of parity and difference? Creating a distinctive value proposition requires a sophisticated understanding of your customer's business priorities.
- **Step 4 – How to Apply Your Value Proposition**
We explain how to take everything you've learned in previous steps and apply it to your own marketing collateral (webpages, brochures, social media etc.) Part of this step is substantiating your value proposition with evidence. These could include:
 - Data
 - Equations and calculations
 - Testimonials
 - Case Studies
 - Industry reports
 - Awards
 - Research
 - Certification/ Accreditations

Post Briefing 1:1

This will be a chance to have a personal consultation with Dan and take a deeper drive into your marketing strategy. It is a chance to seek advice and insight to develop your marketing strategy and approach further.

Audience

CEO or business owner but marketing staff would also benefit from this workshop.

Time Commitment:

1 hour session prior to the workshop
2 hours pre-work
1 Day for the workshop
1 hour post workshop
Post survey 10 minutes

Format of the program:

Some slides (minimum)
Workbook provided
Active learning, small break out groups, morning tea and lunch provided

Attire: Relaxed Business



Presenter and Facilitator-

Dan MacInnis

Background

Dan is a highly sought after strategic marketer. Dan is a speaker, facilitator, author, podcast host and entrepreneur. Her focus has always been on understanding customer needs and company insights to deliver marketing that works.

Dan thinks like a customer. Even as a little kid she has always shown deep empathy for others. Dan has 20 years experience in marketing with some of Australia's leading corporations but found real traction with countless small businesses over the past 8 years. Dan has a customer centric marketing approach. She takes what is in your head, adds her expertise to create a system to assist you make better marketing decisions. The approach focuses on your ideal customers and creates a brand that your employees and customers will love!

Dan's business is called MacInnis Marketing where she focuses on SMB service businesses. She is recognised as a talented marketer by her peers, as a Certified Practising Marketer with the Australian Marketing Institute.

Dan is on the Australian Marketing Institute State Board and is called on to submit articles for publications including Australian Business Womens Network, Women Network Australia, Flying Solo and Dynamic Business.

Learn more at www.macinnismarketing.com.au.
Connect with Dan in LinkedIn

Qualifications

Bachelor of Education
Post Graduate – Marketing
CPM – Australian Marketing Institute