

# Powerful Value Propositions in B2B Markets

Create, Build and Use Powerful Propositions

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## Discover the DNA of Value Propositions and drive your Go-to-Market in a more coherent and effective way

Is the competition eating your lunch because their Value Proposition is more compelling than yours? How can you create a powerful Value Proposition and present it in an attractive, captivating way to customers? How can you use your Value Proposition to increase your business and make marketing communications and sales more effective and rapid?

Powerful Value Propositions are about articulating and delivering the value that the whole organization offers. It's more than a simple statement or a proposition. It is a holistic concept which requires the entire organization to be aligned to and actually deliver what is promised.

## Who should attend?

If you are a Marketing Manager or Director looking to strengthen your strategy and Go-to-Market with a powerful Value Proposition, this programme is for you. It is valid for both B2B and B2C markets and uses many examples from both situations.

“Marketing is not the art of finding clever ways to dispose of what you make. It's the art of creating genuine customer value.”

*Philip Kotler*

# How you will benefit

## How will you benefit?

During and after participating in this programme, you will be able to:

- Distinguish between what is a good and what is a bad Value Proposition
- Assess your own existing Value Proposition
- Identify what to improve and how
- Build a powerful and dramatically improved Value Proposition
- Identify actions required to build the value delivery system your organization needs in order to deliver your Value Proposition
- Walk away with a Value Proposition Plan
- Network and learn from a diverse group of peers from different industries and countries

## Why is this programme different?

- The programme is focused on YOU and your journey into strengthening your Value Proposition to the market.
- This intensive 2-day programme explores the DNA of Value Propositions. It shows you step-by-step, simple but powerful tools you can use to convert your offers into powerful Value Propositions.
- You will acquire the skills you need to plan, organise and develop the actions needed to ensure alignment with the rest of the organization.
- You will learn how to position your Value Propositions at the centre of all strategic marketing thinking and actions.
- You will discover a core way to gain some competitive advantage, and learn how your organisation is capable of delivering what it promises.

# What will you learn and practise?

## Day 1 - Understanding all about Value Propositions

### Module 1. What is a Value Proposition (VP)?

- Introductory Discussion (Group Discussion)

### Module 2: What is "Value"?

- Understanding customer value
- Mind the gap! Gap between value proposed and delivered
- Points of pain – article (coaching triads to discover Points of Pain in participant's organizations)

### Module 3: Relationship between VP and the rest of the business

- Links to Customers (CVP)
- Links to Strategy and the Value-Delivery system
- Links to Sales (Value Account Plan)

### Module 4: The DNA of a VP

### Module 5: Understanding what your customer really values Homework and Review

## Day 2 - Building, advocating and executing your powerful VP

### Module 6: Competitors' VPs - What can we learn?

### Module 7: Building your VP (*group work*) and creation of VP Plan

### Module 8: Presentation of groups' VP followed by coaching

### Module 9: Executing the Value Proposition

- Role play exercise and identifying actions needed to implement the VP

### Module 10: Completing Your VP Plan


### Key take-aways and

### Personal Action Planning

### Closure

## Booking details

 **Duration** 2 Days

 **Price** €2950



ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME

## Register Now

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