



BUILDING YOUR COMPELLING VALUE PROPOSITION - WORKSHEET

Well, as Tom Peters said, sometimes the hardest thing in the world is to keep things simple.

Today, if you don't have a Compelling Value Proposition (CVP), you are going to miss a lot of business, compete on price and ultimately be ignored.

What is your company's value proposition? Write it below and put today's date:

What question does it answer? Write that out below. Our value proposition answers the following question:

How did you arrive at your value proposition? Our value proposition was created by:

What do your customers say about you, when they buy from you. Our customers tell us they buy from us because: