

Exercise #4 Writing Value Propositions



In this exercise you will practice writing value propositions.

A value proposition is the sum total of benefits a customer is promised to receive in return for his or her patronage and the associated payment (tax support, time, effort, etc.). It is what the customer gets from what the customer pays.

To develop a values proposition, you need to:

- Know who the target customer is
- Be able to characterize the problem to solve or the desired benefit (solve a problem or create delight)
- Be able to articulate a compelling value (solution to problem and benefits)

Things to do to enhance your value proposition:

- Brainstorm with colleagues – keep asking why. Efficiency and quality isn't good enough.
- Talk to your customers – existing customers are your best resource, but you also need to ask yourself who you aren't seeing in the library. Go talk to them and find out why they aren't using your collections and services.

Target Customer	Problem or Benefit	Compelling Value