How to Write a Killer Value Proposition
(Even If You’re Not a Writer)
And Win New Business

An informative e-book by
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What if you’re asked: “What is your value proposition?” Could you answer? Say you’re a salesperson, doctor, electrician, employee or student. What is your value and how do you deliver it to the people and places around you? And how is that different than anyone else in your position?

Anyone in business, politics, academia or community service needs a value proposition. If you’re looking for a job. In search of new customers. Running for office. Part of the human condition is to know and communicate our value to others. Then walk the talk.

Why then do so few people know their value proposition, let alone communicate it effectively?

In this e-book, we’ll answer that question, define the value proposition, why it is so important, how to write a good one, and how to use it effectively. This e-book focuses on the world business where value propositions drive commerce. In particular, I want to zero in on the field of professional selling where value propositions are diamonds in making the sale.
Value Propositions Unplugged

There is no silver bullet to defining a value proposition. Variations are limitless. And it takes many forms: elevator speech; 30-second script; unique selling proposition (USP); sales pitch; positioning statement. Unfortunately, many “value propositions” are vague, confusing, and wildly different depending on the source. If all goes well, I will bring some clarity to this casserole of definitions. Let’s look at a few key definitions that I believe capture the essence of the value proposition.

Wikipedia states: A value proposition is a promise of value to be delivered and acknowledged and a belief from the customer that value will be delivered and experienced. A value proposition can apply to an entire organization, or parts thereof, or customer accounts, or products or services. (And I’ll add, apply to a person).

I like this definition from Michael Perla from an article at Marketing Profs:

“In essence, a value proposition is an offer to some entity or target in which they . . . get more than they give up . . . , as perceived by them, and in relationship to alternatives, including doing nothing.”

More simply put is this definition from Michael Skok, a contributor to Forbes, “In its simplest terms, a value proposition is a positioning statement that explains what benefit you provide for who and how you do it uniquely well.”

Value propositions define how your products, services and solutions are constructed and offered to meet a prospect’s needs. The key is to define your value based on the prospect you intend to sell (target market) and your unique strengths (competitive advantage) you bring to them.

As an example, at MHI Global, we teach sales processes and methodologies in nine languages in 64 countries. That’s a great value proposition, however, it is of little value to an American-based company looking to train local sales people. The connection must be straightforward, direct and validated by the prospect.
What’s more, you can’t simply say, “my business increases sales,” or “my product saves costs,” or “my services cuts your time to market.” These vanity phrases are everywhere on the web, in Powerpoint presentations, in brochures. But they’re too generic. There is no context. No contrast. And no corroboration.

If I were to speculate why it is that people have trouble writing value propositions, I have to bring in to play some human psychology. It’s as though we’re uncomfortable telling others what makes us special. We’re embarrassed, lest we are judged. But if we don’t champion our own value, who will? If we don’t communicate why someone would want to do business with us, our competitor will.

The value proposition is the currency of modern business. Don’t stockpile it. Don’t squander it. Spend it in the right places with the right people in the right way. Read on and I will offer you some guidelines to do it effectively.
Why Value Propositions Are So Critical

In the absence of a customer value proposition, companies walk blindfolded into the marketplace. They rely on tepid benefit statements or vanity descriptions of features-benefits-advantages written in a vacuum from the viewpoint of the company. Value propositions must emerge from the perspective of what the prospect values.

And you won’t know what that is until you do your homework on the prospect long before you take pen to paper or keyboard to computer screen. It may not be the salesperson’s fault that she’s forced to communicate a poor value proposition. Trace it back to the company and its business model. If the company hasn’t understood its true value to the prospect, how can it expect the salesperson to sell with it.

For frontline or inside salespeople, heed this declaration: You can’t sell a weak value proposition. But with a strong one you can open doors, secure meetings, move prospects along their buyer journey. And close sales.

Think about a web example. You’ve got less than three to ten seconds once a visitor hits your landing page to prove your ability to solve their needs and give them value. The value proposition must be up front and personal on your landing page. Otherwise, it’s a yawner, visitor confusion, higher bounce rates and lost sales.

Gone Missing

Sadly, most websites have poor or missing value propositions. Try this as an experiment. Go to a dozen random websites in a range of industries and see if this statement doesn’t ring true. Because good value proposition is hard to write let alone live by, many companies (many marketing departments) fail to get it right. This fact is particularly prominent in the financial services business where virtually every firm (restricted from marketing hype by compliance) all speaks to becoming “trusted advisors.” What does that mean? You won’t cheat me?

Your prospect wants to know what value you bring to his situation before he decides to buy. That value must be how he or she perceives value, not how you do.
What To Do *Before* You Write a Value Proposition

Before you define your value proposition, you need to get inside the head of your prospect. You must learn his or her vision for a solution; what problem your prospect wants to fix, avoid or accomplish; what he or she values most and why. Armed with this information, you can write a strong value proposition.

But how do you get inside the head of your prospect? First, you do a fact-finding mission via primary and secondary sources. You interview the prospect and, hopefully, those centers of influence in his environment. Talk to employees, non-competing vendors, customers. To build a winning proposition, you must know what each influencer regards as a win for him or her. Yes, it’s a bit of a balancing act but one you cannot avoid.

Through secondary sources, you can begin to outline the prospect’s business situation and even what problems he faces or lie ahead. As I discuss in Chapter 5, “Preparing for Initial Contact—The Research Mindset” of my book, *MERGE—Simplify the Complex Sale*, comb through annual reports, 10ks, shareholder meetings, marketing brochures, or press coverage, looking for nuggets of information that may lead you to special insight into company operations. The C-suite values salespeople with perspective on their companies, their problems, and their opportunities.

**Prospect Scenario**

For instance, if a company has recently acquired a competitor, C-suite executives will be concerned with redundancies and integration of operational, sales and manufacturing processes. If your product quantifiably simplifies this transition, you’ve got a valid business reason for contacting the CEO, CFO or SVP of Operations. And any time a CEO can hear about tangible outcomes and measurable results, he’s going to give you the time to pitch your value proposition.
You need to research your target markets for industry trends. You also need to be conversant with your prospect’s world. For example, do you know?

- What key initiatives is the prospect company working on?
- What external factors impact its business?
- What are anticipated needs or pain points; what is it trying to fix, accomplish or avoid?
- How does the company stack up against its competition?

You need to do your homework and understand what matters. A good resource for this homework is our white paper, *How to Prove Value to Skeptical Prospects with ROI Metrics*.

What’s more, your value proposition must be in line with the prospect’s buying process, assuming you know what that is. If not, you better find out. If the prospect buys only under Requests for Proposals, and your value is customization, you have your work cut out for you. And keep in mind, prospects are already forming possible solutions well before a salesperson enters the picture. Prospects and buyers do not contact a sales organization until they are 57 percent (or more) of the way through their decision-making process, according to a study published by the Marketing Leadership Council of the Corporate Executive Board entitled, “The Digital Evolution in B2B Marketing,” in partnership with Google. The key is to enter your prospects discussion with a compelling value proposition at the outset that elevates you from the crowd.

Now let’s get specific. Four simple steps will produce the raw material for your value proposition. Here I’m going to paraphrase Michael Skok, the venture capitalist from the Forbes article.

1. **Define your prospect’s problem**
   - Is it unworkable, a “broken business process” where the consequences of not fixing it are unacceptable?
   - Is it unavoidable, a compliance or regulatory issue that’s mandated?
   - Is it urgent, in the eyes of the C-suite, a top priority?
   - Is it underserved, a lack of valid solutions in the market?
2. **Evaluate if it’s special and compelling to your most skeptical prospect**
   - Is it innovative and capable of transforming status quo?
   - Can it create a barrier to market entry or an unduplicatable competitive advantage?
   - Does it deliver value and cost rewards that help propel the growth of the business?

3. **Measure the degree of difficulty for the prospect to use your product**
   - Use a gain/pain ratio [see chart below]
   - Deliver a 10x gain/pain promise

If you’re unable to deliver on the promise, prospects will typically resort to a “do nothing” position rather than shoulder the risk of working with you.

**Gain/Pain ratio**

- Revenue
- Cost savings
- Time
- People
- Competitive advantage
- Reputation
- Etc..

- Inertia
- Switching costs?
- Default = do nothing
- Alternatives?
- Good enough = good enough!
- RISK on a startup

- Find (See)
- Try
- Buy
- Implement
- Deploy
- Own – eg TCO

If the gain/pain ratio is greater than 10, the prospect is more likely to consider your product.

4. **Now you are ready to build your value proposition**
How to Write Your Value Proposition

Allow me to begin this section of the e-book with a story. I met with the head of a retirement advisory firm recently. The firm’s new lead generation system, which relied on telemarketing to open new opportunities, was not getting the expected results. When I asked what he needed to do to improve this, he responded, “We need to be meeting with more C-Level executives who can make decisions.”

I asked the valid business reason a senior executive would want to take time out of his busy schedule to meet with one of his consultants. He said that his company provided turnkey retirement services and offered a unique process of constructing and managing investment portfolios that produced great results for clients.

No Sales Pitch
With this information, I looked at his competitors’ websites and suggested he compare what he thinks is his firm’s value proposition against the competition. In a side-by-side comparison, there was no difference in the message. It became obvious to him that his attention needed to focus on creating and sustaining a perceived difference that portrayed his company as offering more value in the eyes of the prospect.

When you put yourself in the prospect’s shoes, you can see why it’s difficult for him to see a difference, and why he tends to differentiate companies by price. Without a strong value proposition, it’s much harder to sell today, much less get your foot in the door with the right prospect at the right level.

When prospects hear or see your value proposition, they want to know how you can help them deal with their business issues, help them decide how you’re different from the competition, and why your solution is the one they should select. Prospects expect your perspective, not a sales pitch.
You must put yourself in your prospect’s shoes and identify what they are trying to fix, accomplish or avoid, and his vision for a solution. Sounds simple enough, but it isn’t that easy to think like your prospect. Prospects have to deal with a lot of issues throughout the day. You have two tasks to perform to articulate your value proposition. Your first job is to understand the prospect’s concept: what he’s trying to fix, accomplish or avoid. Second, you need to connect your product or service by relating what your solution is worth to them. This is where you need to prove your solution can solve their issue. Ask yourself, how have you helped companies in the past?

- Increase revenues
- Avoid costs
- Reduce costs
- Improve profitability
- Improve quality
- Retain employees
- Shorten product development cycles
- Improve sales cycles
- Minimize risk
- Improve operational efficiency


**Your Approach**
I want to share some approaches to writing the value proposition, again, because there is no silver bullet.

Neil Rackham, the author of *Spin Selling*, believes that a value proposition statement should consist of four main parts: **Capability – Impact – Proof – Cost.** Capability is what you do and how you do it. Impact represents the benefits or differences your capability will make. Proof is what evidence substantiates your impact. Cost is the cost (or risk) of your capability and impact.
Value Proposition

1. **Capability**  
   *What do you do and how do you do it?*

2. **Impact**  
   *What benefits or differences will your capability make?*

3. **Proof**  
   *What evidence substantiates your impact?*

4. **Cost**  
   *The cost (or risk) of your capability and its impact*

Source: Neil Rackham, *Spin Selling*

Next to each component, write down how your company satisfies each point. Then, write a new sentence or statement that summarizes all four points. *This sentence is your value proposition.*

In my experience, the four headings can appear narrow and constrained but in reality they are not. Cost, for example, need not only mean how much you cost, it could also refer to the opportunity cost of not taking action or the risk of taking an inferior action. And proof can refer to a wide range of evidence including success statistics, client testimonials, distinctions earned, top-level certifications.

Let’s try Neil’s four steps on one of my client examples from MERGE. [See chart below]

A health insurance brokerage firm works with large employers helping them lower the cost of benefits by using a wellness strategy. The firm has a large client list with many good examples of how it has helped companies come to terms with the rising costs of medical insurance benefits.

This rising medical cost issue impacts the total cost of hiring employees and company profitability. Yet offering the medical insurance benefits is essential to the company’s ability to attract and retain employees in this competitive environment. How would you write its value proposition?
<table>
<thead>
<tr>
<th>Capability</th>
<th>What do you do and how do you do it? This means what can you do for a prospect?</th>
<th>Though our preventative wellness strategy, we help employees improve their health and give them incentives to do it. The wellness strategy is run by our Head of Wellness, who brings Fortune 500 processes to mid-market companies.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact</td>
<td>What benefits or differences will your capability make? How will your solution help the prospect succeed?</td>
<td>Our clients have realized a 20% savings in health insurance premiums.</td>
</tr>
<tr>
<td>Proof</td>
<td>What evidence substantiates your impact?</td>
<td>We would like you to speak to our current clients, who we keep progress records, to hear directly how we were able to improve benefits and reduce cost.</td>
</tr>
<tr>
<td>Cost</td>
<td>The cost (or risk) of your capability and impact. What must the prospect pay?</td>
<td>Our clients pay the same premiums as with other brokers, but our wellness strategy will reduce those costs over the next 12 to 24 months.</td>
</tr>
</tbody>
</table>

Now, written as a single sentence:

*Our corporate clients realize a 20 percent cost savings in medical insurance benefits for their employees over a 12 to 24-month period because, unlike our competitors, we execute a preventative wellness strategy that incentivizes employees to stay healthy, thus reducing Insurance claims and their associated costs.*
So this value proposition appears to work well and, in fact, did work well in the field for the health insurance brokerage firm. Now let’s take a peek at some value propositions that do not work so well. I stop short of saying they are bad, but they fail to follow the core elements of a good value proposition:

**Eight-Part Sniff Test for Value Propositions**

1. Be as specific and clear as possible. Use simple words. Active verbs. Muscular nouns.
2. Avoid any self-serving statements, hype or false promises.
3. State emphatically how your value differs from your competitors.
4. Communicate a single, powerful benefit with a tangible outcome or measurable result.
5. Create a sense of urgency.
6. Mitigate the buyer’s risk.
7. Make it clearly understood in less than five seconds.
8. Establish credibility and provability.

Against this backdrop, what do you think of these value propositions?

First is my own:

**PleinAire Strategies improves sales performance for advisors, consultants and sales professionals in multiple industries with the MERGE Advantage because, unlike our competitors, we use a differentiated and systematic process of counsel, principles and technologies to align your company’s sales process with how prospects buy. As a result, MERGE-trained executives simplify complex sales and close 50 percent more business—because results flow directly from how clients define value.**
Here's the value proposition of an American icon in home appliances:

**What's Inside Matters®**
Inside every Maytag® appliance is the tough, hard-working spirit of American dependability. It’s more than commercial grade gears and gaskets – parts alone can’t cook a dinner for five. It’s a dedication to working better, stronger and longer. For you.

One from the new automated investing service, right on its home page, Betterment:

![Investing Made Better](image)

For no particular reason, this one caught my eye:

At UsedCardboardBoxes.com, we feel strongly that it is better to reuse a cardboard box at least once, before it is sent to a traditional recyclers. By offering quality used cardboard boxes for less and providing free shipping anywhere in the US, we help our customers **SAVE TIME, SAVE MONEY, SAVE TREES®**.

Of course, we could go on indefinitely citing value proposition, and surely, they'll all be different. Some good, some bad, some too short, too long. Some confusing, some spot on. In the examples I offer above, Maytag has earned the right to use the open-ended descriptors “better, stronger, longer” because of its legendary durability and customer service. Typically, we caution you away for better, faster, cheaper than. Compared to what? But Maytag in its history has spent billions to own and earn the dependability word on the positioning ladder of your mind.
Betterment promotes its value in terms of technology and cost. This approach limits its appeal to only price-sensitive investors. Since it is a young company, it remains to be seen if it can live up to “better manage and grow [your] wealth,” though it has done a good job on positioning its value.

Usedcarboardboxes.com, too, does a good job of differentiating itself against traditional recyclers and its value proposition is extremely clear with free shipping while you save time, money and trees. I like this one.

At this point, I’d like to introduce a universal, fill-in-the-blanks template for producing your value proposition:

- For ______________________________ (the target prospect)
- Who______________________________ (specific need, demands, buying criteria)
- We provide________________________ (solution name)
- That______________________________ (specifies benefits and business values to prospects)
- Because Unlike____________________ (the competition)
- Who______________________________ (provide solution, features, functions, benefits)
- Our company delivers________________ (better approach, solution, features, benefits)
- That______________________________ (offers a ______customer experience)

Let’s try this template with a hypothetical professional services firm:

For small business owners who need a path to exit their businesses, we provide turnkey services that address the sale, succession or transfer of the business, financial planning for the owner, and benefits for remaining employees because, unlike our competitors, who only address one aspect of the exit strategy, our company delivers on all three aspects that ensure a total and positive customer experience.

Another . . .
For corporate human resource (HR) executives who need a complete solution to cut cost and time in HR functions, we provide a fast track online solution in the cloud that reduces headcount and labor cost because, unlike our competitors, who still rely on manual execution, our company delivers up to 50 percent time and cost-savings that gives our clients a productive and positive experience.

Finally, one last even simpler formula approach:

**Headline.** What is the end benefit you’re offering in one short sentence? You can mention the product and/or the prospect. Make it an attention grabber.

**Sub-head** or a 2 – 3 sentence paragraph. A specific explanation of what you do/ofer for whom and why it is useful.

**Three bullet points.** List the key benefits or features.

**Visual.** Because images communicate faster than words, show the product, the hero shot or an image that reinforces your primary message.

You get the idea. Remember. You may differentiate value on communication, customer service, your process or consistent delivery of results. You may differentiate on efficiency, exclusivity or flawless execution, but you must be able to prove it, and demonstrate its value from the perspective of your prospect.

Once written, keep polishing down to the statement’s purest essence. Then test it with internal and external audiences to determine if it passes the eight-part sniff test above.

**There’s a hidden ninth element to the sniff test — You. And your perspective.** That is your special way of looking at the problem. Your insight in understanding the problem. Your creative talent in solving the problem. Your ability to earn trust and confidence. Your perspective drives your value proposition.
Who Should Write the Value Proposition?

Who assumes the responsibility of writing the value proposition for the company? Is it the job of the CEO? The head of sales? The marketing chief?

In many companies, the CEO will delegate to the marketing chief who will then write it and give it to the head of sales. I submit this approach is shortsighted.

Frankly, all C-suite executives, yes, even finance, along with operations, marketing, sales, and HR should be in the same room at the whiteboard building the value proposition as a team. I even suggest an employee representative participate. Take turns leading the discussion using a tight agenda. Come armed with strong research about your ideal customer, your market, your competitors. Set aside the time needed to gather full input, writing many examples until you've exhausted your ideas. And one resonates. Then, test and retest.

This is not a mission statement exercise. This is a value qualification mission. After all, this humble, short statement, when done well, governs the direction of the company towards its constituents. It’s too important to be left in the files of a marketing manager, as good as he or she may be at wordsmithing.

Because it’s more than words. It’s the corporate harvest.
How to Use Your Value Propositions Effectively

Now that you’ve done all this work on your value proposition, how do you use it? Effectively?

Let me count the ways.

A strong value proposition opens doors and creates opportunities for the sale, yes. Though its impact flows across the company like a rushing river. There are many beneficiaries of a well-written value proposition. Let’s explore its uses.

**With Prospects**

A value proposition acts as a magnet to prospects. Drawn to the stated benefit of doing business with you, prospects use value propositions as validation for the relationship. They can become your competitive edge. Whether it is delivered in a conversation, sales presentation, brochure, email or letter, your value proposition functions as your central nervous system, signaling management, marketing, sales, and all other touch points in the company to rally around the needs of the customer, client or prospect—*because the only purpose of business is to create, keep and grow the customer relationship.*

At the outset of conversations with new prospects, it is often a good idea to start with understanding the prospect’s needs and concept for a solution before you link your value proposition to those needs. Importantly, the value proposition must become specific to each prospect as it moves through your company’s sales process.
**With Existing Clients or Customers**

Your value proposition galvanizes the attitudes of existing clients or customers: It reinforces the sale; validates why they chose to do business with you in the first place; inspires loyalty; and gives them reasons to make referrals. You should reinforce it as often as appropriate in all correspondence, print and online, use it at trade shows, and conferences. These applications will force you to whittle it down to a precious phrase that can appear on banners, posters, even business cards.

**For Your Company**

A well-conceived value proposition builds direction and internal consensus across the workforce and with all stakeholders as to the purpose of the business, assuming it is communicated clearly and often. In my experience, I have seen strong value propositions create a climate of authenticity within the company because (ideally) everyone understands and acts according to the value proposition. In that sense, it is like a litmus test to determine if your company is on point and in touch with what matters to your business.

**For the Brand**

You can’t build a brand platform without a strong value proposition. It should be communicated properly through all brand elements—from marketing collateral to shareholder meetings. Remember, your brand is a promise wrapped in an experience. You want those who come in touch with your company to undergo a highly positive value experience.

**In the Marketing Department**

Your value proposition is your company’s internal blueprint to ensure that all of your marketing messages are consistent, inside and outside of your organization. Because it communicates prospect value and experience, your tagline should encapsulate your value proposition. Your pitch materials. Investor communications. Trade exhibits. Indeed, all marketing in any form must consistently showcase your value proposition. It’s your content guidepost against which you measure inbound and outbound marketing actions. Any member of your marketing department should be able to recite your value proposition on demand. If not, you’ve failed them.
Go back and regroup.

I admit it. I have a bias toward marketing. In that spirit, this is the perfect time to recall the legendary Peter Drucker’s profound statement: “Because the purpose of business is to create a customer, the business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business.”

Your marketing department, if set up properly, is the town crier for the customer, championing customer needs and wants across the company. Don’t tie their hands behind their back by shortchanging the value proposition. It’s the “enter” button for their work.

**With the Sales Force**

Without exception, all conversations with prospects or client/customers, all sales presentations with or without visual aids, all sales meetings should be governed by a collective understanding of your company value proposition. Think of it as an invisible line between you and the prospect, connecting you to her through a thorough understanding of what it is that she values. (Go back and revisit [*How to Write a Value Proposition*](#))

The value proposition performs as an ideal training tool. Sadly, sales training is often neglected in many companies. As a professional sales trainer, among other roles, I visit prospects all the time that pull together haphazard training sessions to help their salesforce. And I say this because there is typically no capstone, no overarching principle to drive the session. Use your value proposition as a pivotal training tool, imprinting each customer-facing executive with the governing principle of the business—to create, keep and grow customers again with credit to the late Professor Drucker.
With Buying Influences
As your value proposition develops, understand the role of each person in the prospect’s buying process. In every complex sale, multiple decision makers may review the issues to be solved and see solutions in different ways. In our example, the CFO wants the results of lower medical cost to improve the bottom line of the company while the head of human resources wants the cost reduction not to alter benefits as she needs a competitive benefits package to attract and retain employees. Create personal wins for all involved. And that may mean multiple, written value propositions.

As an example, if our solution for reducing medical costs also involved reducing benefits, the head of human resources wouldn’t achieve her goal of attracting and retaining employees. Or if your solution required her to add more resources to her department, it may cost her more in her department’s budget. Which might not be desirable.

So when you think about your value proposition, think about the personal impact on each decision maker. What does each value? What holds value for you? Gold? Clean water? Healthy food?
Leverage Your Value and Strengths

We have discussed a great deal about value propositions and selling your value in this e-book. We’ve shared ideas about their importance, the work that must take place before you write one, how to write one, and how to use it effectively once written.

By way of a few takeaway messages, I wish to leave you with the following thoughts:

To my mind, you value proposition is legitimate only when the prospect perceives the value that you’re bringing to her business. Perception transcends reality. But please keep it real.

**Your value and strength must be a differentiator.** The prospect must see your solution as different for all alternative options. It’s fine, as we used in our example above, to say we reduce cost by implementing a wellness strategy, but if every other firm does the same thing, it doesn’t provide any value and isn’t a strength. In the words of this client: “it’s not what we do with the wellness process but how we do it that produces the results.” Then the seller explains.

Also, even if you’re the only firm able to offer that particular advantage, it’s of no value and isn’t a strength unless the prospect sees why your differences make a difference to her and her business.

**Use your value and strength to position yourself.** The value you bring, along with your strengths, must increase your chances for success in a sales situation. If they don’t, then you don’t add value or have a strength. I realize this reads as elementary, but it is deceptively simple. And often overlooked.
Your value and strength must be relevant to the situation you are trying to solve. The prospect must see that your solution to their current issue, with its added value and strengths you bring, outshines all other alternatives. Focus on the business at hand. As an example, the fact that we (through MHI Global) teach sales process and methodologies in nine languages to many countries around the world is of little value to my Phoenix-based prospect who only sells in the western region.

As effective as it is in improving position, it's surprising how infrequently salespeople use the strategy of leveraging their value proposition and strengths. In today's competitive, commoditized world, with little differentiation in products and services, you need to strategize, find your differentiation and leverage it.

I’d like to issue you a challenge. Within days of reading this e-book, please sit down to pen or keyboard, and write your own value proposition as it applies to your business prospects, to your family, and to your community, addressing the very distinct needs of each.

I think you’ll be amazed at how strong you are and exactly how much you have to offer this value-hungry world of ours.
For more information on value propositions and how to simplify the complex sale, please contact:

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