




# The Value of Value

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# Building Blocks of a Value Proposition

- Points of Parity
  - Elements with essentially the same performance or functionality as those of the next best alternative
- Points of Difference
  - Elements that make the supplier's offering either superior or inferior to the next best alternative
- Points of Contention
  - Elements about which the supplier and its customers disagree regarding how their performance compares with those of the next best alternative



# Types of Value Propositions

<b>Value Proposition</b>	<b>All Benefits</b>	<b>Points of Difference</b>	<b>Resonating Focus</b>
Consists of	ALL benefits	All Favorable points compared to alternative	1 or 2 points of difference focusing on greatest value
Answers what question	“Why should our company choose you?”	“Why chose us over our competitor?”	“What is most worthwhile to our company over competitor
Requires	Knowledge of your market	Knowledge of market + competitor	Knowledge + knowledge of customer
Potential pitfalls	Benefit Assertion	Value presumption	Requires customer value research



# What is your greatest value?

- List top 5 things you bring to the table
  - Decide where they fall in terms of types of value
- List top 5 things your merchants need
  - Who can you best present your value so it resonates with the merchant



**Thank you!**