Growth Track Value Proposition Worksheet

Lubbock Consulting
INSPIRE | THRIVE | LEAD ™

What does this new Initiative do for your clients?

What do clients do

Competitive Alternatives

What alternatives

Target Customer 1
For B2B

Company 1: 1
Decision Maker 1: 2
Decision Maker 2: 3
For B2C: 8

Target Customer 2
For B2B

Company 1: 5
Decision Maker 1: 6
Decision Maker 2: 7
For B2C: 8

Key Differentiated Value Points and Proof
Customer 1

Value Point 1: 9
Proof 1: 0
Value Point 2: 1
Proof 2: 2

Key Differentiated Value Points and Proof
Customer 2

Value Point 1: 3
Proof 1: 4
Value Point 2: 5
Proof 2: 6

One Line Value Proposition For Everyone:
"We are a (what you do) for (Key Customers) that provides (Key Value vs Alternatives)"

7

One Line Value Proposition For Customer 1:

8

One Line Value Proposition For Customer 2:

9

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