



The Five Critical Questions Every Value Proposition Must Answer

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Value Prop Interactive

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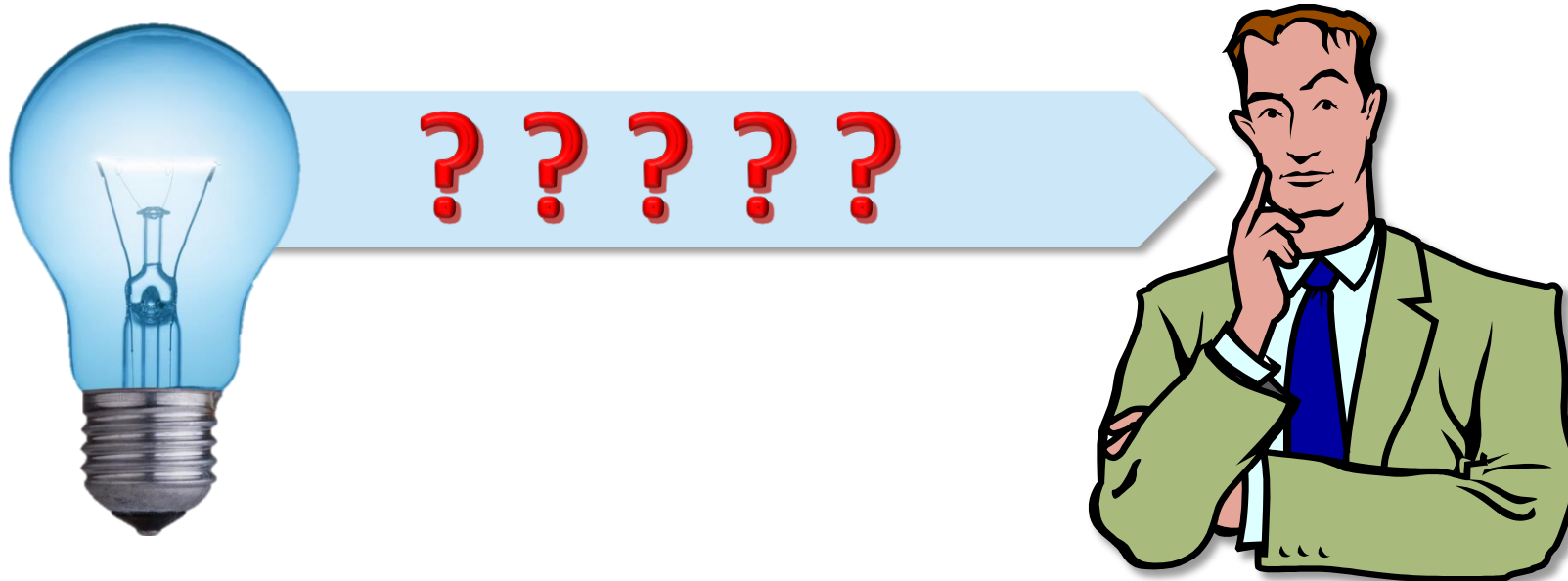
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Every Value Prop must make it ...

... through five **critical questions** to **connect** with target buyers



Why not TiVo?

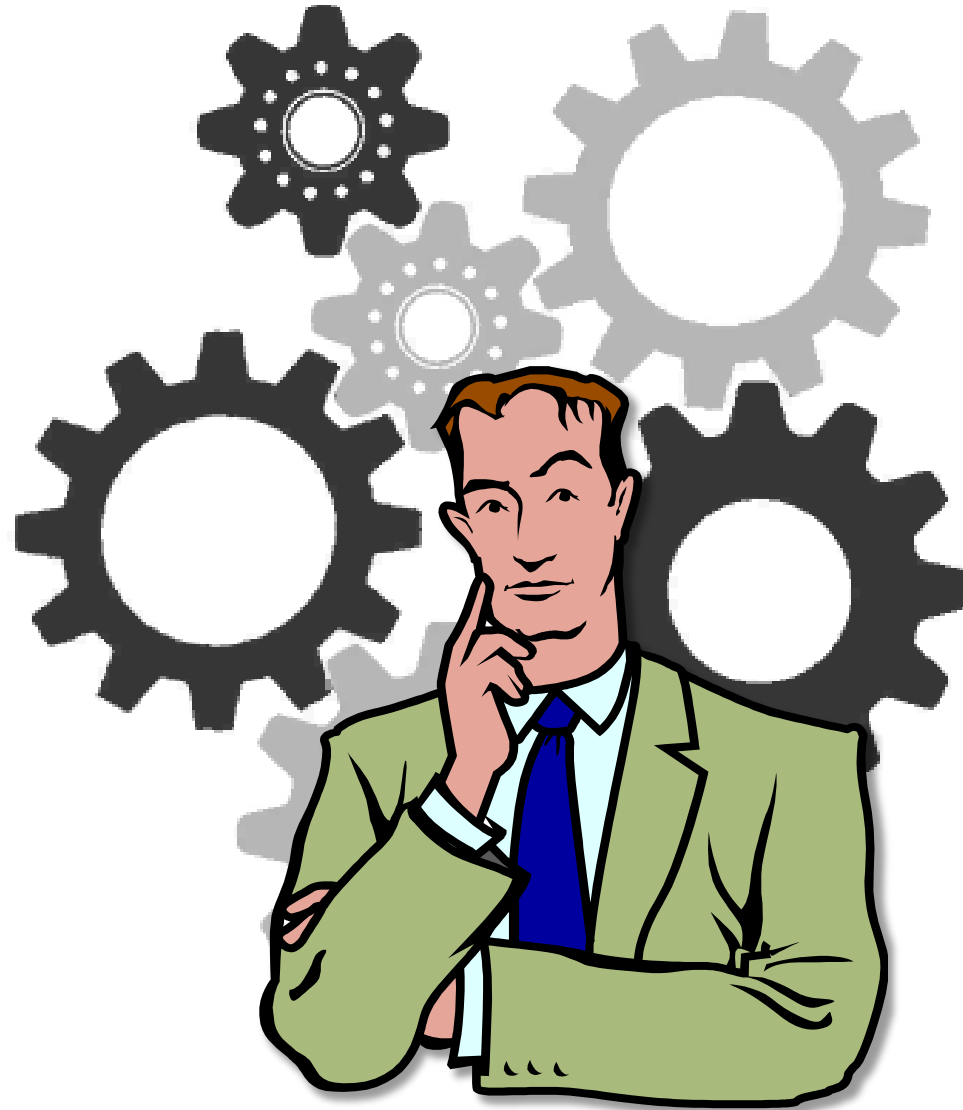
- Jan. 1999 — Introduced at CES
- Mar. 1999 — First TiVo DVR shipped
- 2007 — 4.3 million subscribers
- 2011 — 1.9 million subscribers
- 2014 — 0.9 million subscribers



It's a matter of anticipation.



You have to **GET INTO** your buyer's head.



The Five Doubts:



Converting five doubts ...

Why should I deal with you?



Converting five doubts ...



Converting five doubts ...



Converting five doubts ...



Converting five doubts ...



Why should I deal **with you**?



How will your offering affect us financially?



How will your offering affect us financially?



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You could save over \$548*



Save up to 10% extra—add property to your auto quote*

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How will we manage and absorb your offering?



How does your offering compare to alternatives?

 Windows Phone



SAMSUNG
mobile **fire**
PHONE



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How can I safely “step into” your offering?



Create a risk reduction reputation ...

MAYTAG

**DEPENDABILITY IS OUR
COMMITMENT TO YOU.**



... or make a promise that's absolute.



Fire & Water - Cleanup & Restoration™

Like it never even happened.®

... or make a promise that's absolute.

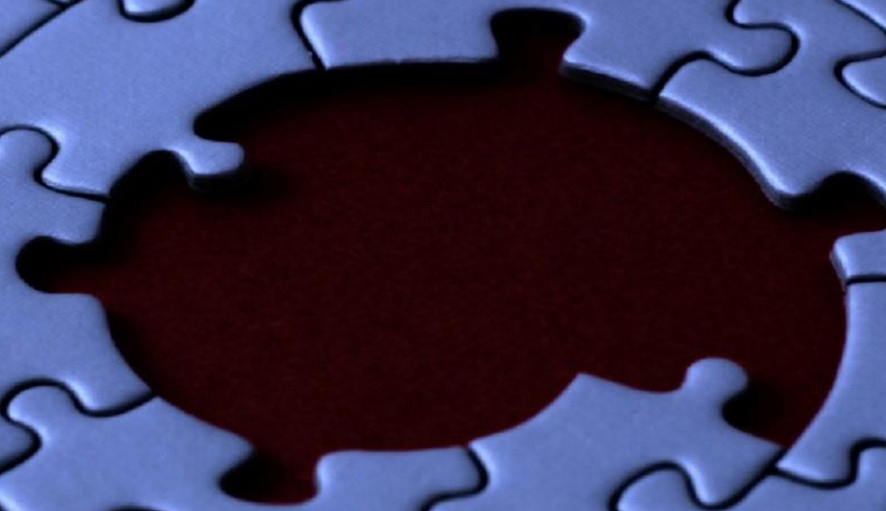


It's a matter of **conversation**.

Conversation:

- (1): exchange of sentiments, observations, opinions or ideas
- (2): an instance of such exchange

It's a matter of completeness.



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It's a matter of alignment.

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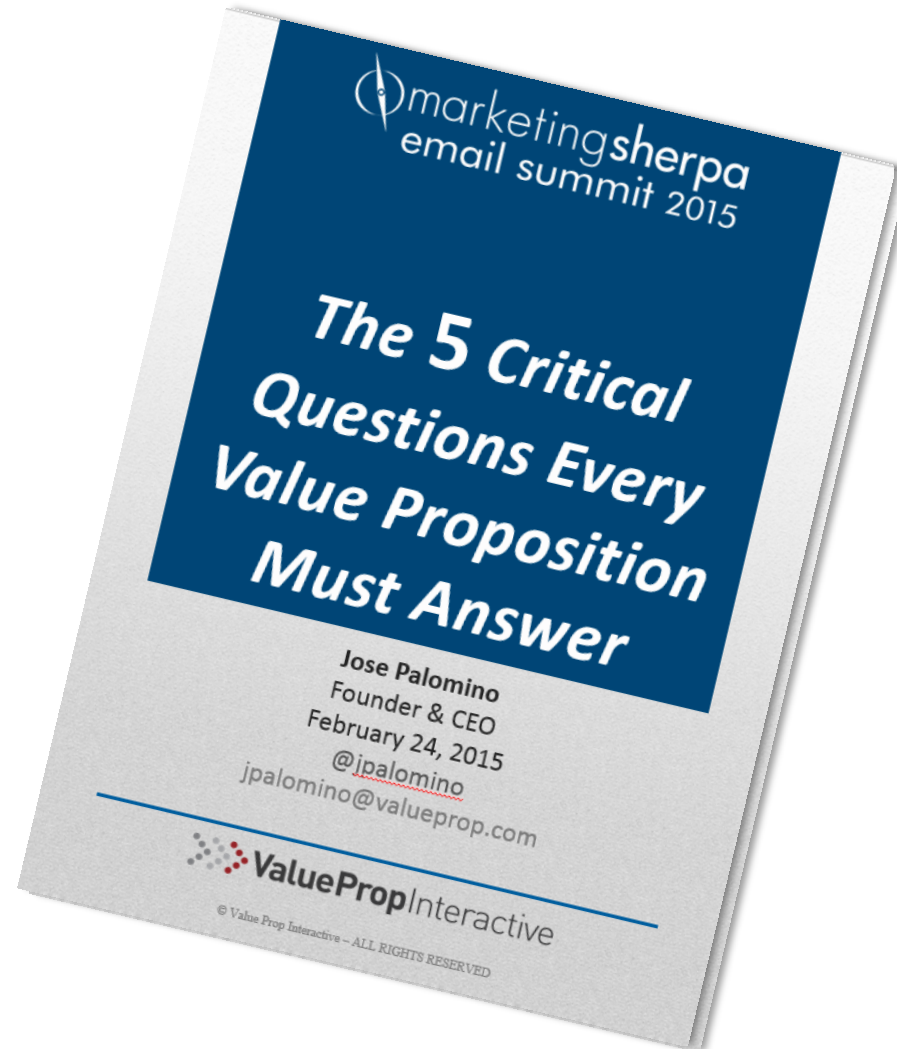
Gartner is the world's leading information technology research and advisory company.

We deliver the technology-related insight necessary for our clients to make the right decisions, every day.

Bloomberg Businessweek

Connecting decision-makers to a dynamic network of information, people and ideas, Bloomberg quickly and accurately delivers business and financial information, news and insight around the world.

The Critical Path Worksheets



Let's start with the basics ...

People buy our product or service because ...

1

2

3

People buy  **Basecamp** because ...

1

Basecamp gets projects done.

2

No IT Department required.

3

Over 15,000,000 people use Basecamp.

Business Alignment Statements

We specialize in ...

We are committed to (buyer type) ...

Our focus is on ...

[Other]

Making the Business Case

An aerial photograph of a farmer wearing a hat and a dark shirt, standing in a field with rows of crops in various colors (green, red, yellow). The farmer is looking out over the field with their hands on their hips. The text is overlaid on the image.

THE HIGHEST
STANDARDS WEREN'T
AVAILABLE,
SO WE CREATED THEM.

Created with growers, scientists, and sustainable-agriculture experts,
our Responsibly Grown rating system for fresh fruit and vegetables
breaks new ground for sustainable growing practices.

**WHOLE
FOODS
MARKET**

America's Healthiest Grocery Store®

Santitas Farms, Cortchogue, NY

WFM.COM/VALUEEMATTER

© 2014 Whole Foods Market, LLC

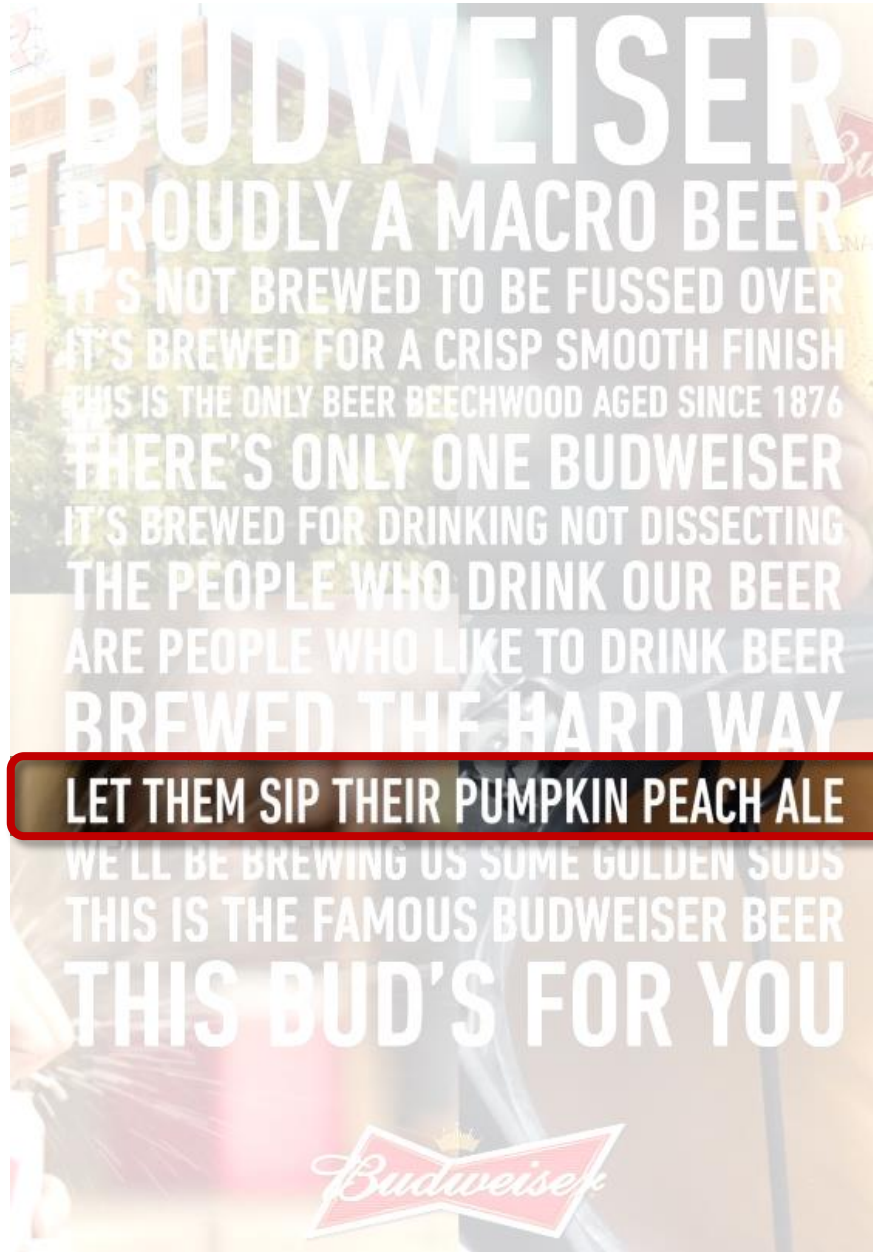
Making the Business Case



BUDWEISER
PROUDLY A MACRO BEER
IT'S NOT BREWED TO BE FUSSED OVER
IT'S BREWED FOR A CRISP SMOOTH FINISH
THIS IS THE ONLY BEER BEECHWOOD AGED SINCE 1876
THERE'S ONLY ONE BUDWEISER
IT'S BREWED FOR DRINKING NOT DISSECTING
THE PEOPLE WHO DRINK OUR BEER
ARE PEOPLE WHO LIKE TO DRINK BEER
BREWED THE HARD WAY
LET THEM SIP THEIR PUMPKIN PEACH ALE
WE'LL BE BREWING US SOME GOLDEN SUDS
THIS IS THE FAMOUS BUDWEISER BEER
THIS BUD'S FOR YOU



Making the Business Case



Financial Alignment Statements

We'll save you money by ...

You'll make money by ...

We're a wise investment because ...

[Other]

Making the Financial Case



**15 minutes
could save
you 15% on
car insurance.**

GEICO®

Making the Financial Case



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PROFESSIONAL ADVICE



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For more than 25 years, E*TRADE has relentlessly challenged the industry to give investors more power and control over their finances. Today, as one of the most recognized names in financial services, we continue to be one of the best places to invest for long-term success.

PUT THE POWER OF E*TRADE TO WORK FOR YOU

- ✓ Easy, intuitive online & mobile technology
- ✓ Exceptional value way beyond price
- ✓ A full range of innovative investing solutions
- ✓ Advice & guidance any way you want it

“E*TRADE carried the day in this year’s rankings”



CUSTOMER SERVICE



USER EXPERIENCE



INVESTMENT CHOICES



RESEARCH & TOOLS

Kiplinger's MONEY SMART LIVING The Best of the Online Brokers

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Making the Financial Case



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INVESTMENT CHOICES



RESEARCH & TOOLS

Kiplinger's

MONEY SMART LIVING

The Best of the Online Brokers

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Technical Alignment Statements

We're the leader in ...

We're the only ones who offer ...

Our product allows you to ...

[Other]

Making the Technical Case

How to select the right Sales Cloud edition

Choose the Sales Cloud edition that's right for your business



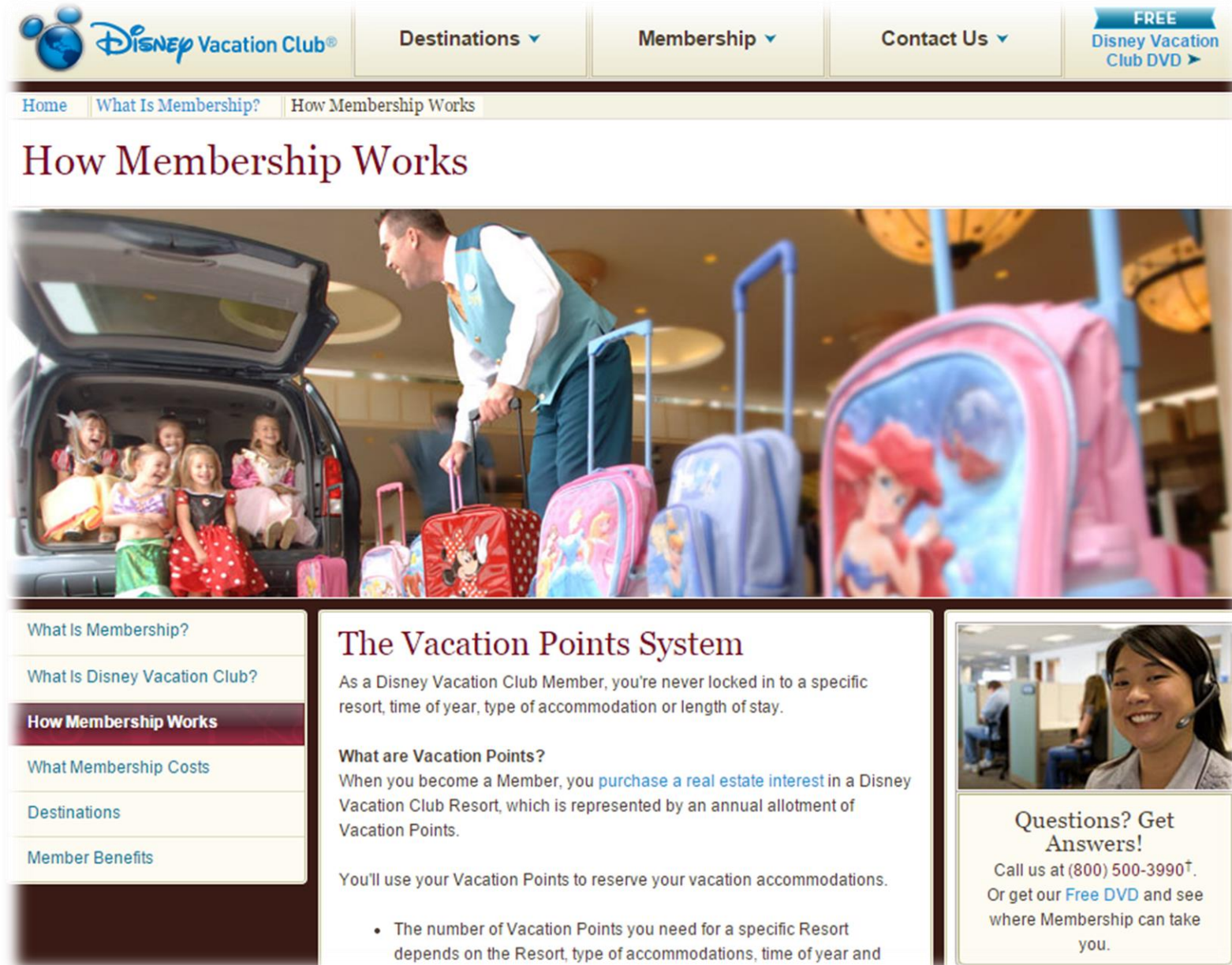
salesforce sales cloud

Edition	Description	Price (Per User Per Month)
Contact Manager	Contact management for up to 5 users	\$5
Group	Basic sales and marketing for up to 5 users	\$25
Professional	Complete CRM for any size team	\$65
Enterprise	Deeply customizable CRM for your business	\$125
Unlimited	Unlimited CRM power and support	\$250



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Making the Technical Case




The screenshot shows the Disney Vacation Club website. At the top is the logo and navigation menu with links for Destinations, Membership, and Contact Us. A 'FREE Disney Vacation Club DVD' button is also present. Below the navigation is a breadcrumb trail: Home > What Is Membership? > How Membership Works. The main heading is 'How Membership Works'. A large image shows a man in a Disney uniform loading luggage into a car. Below the image is a sidebar with a menu: What Is Membership?, What Is Disney Vacation Club?, How Membership Works (highlighted), What Membership Costs, Destinations, and Member Benefits. The main content area is titled 'The Vacation Points System' and explains that members are not locked into specific resorts. It defines Vacation Points and how they are used for reservations. A customer service representative is shown in a small inset image. A call-to-action box asks for questions and provides a phone number and DVD offer.

Disney Vacation Club® Destinations Membership Contact Us FREE Disney Vacation Club DVD

Home What Is Membership? How Membership Works

How Membership Works



What Is Membership?
What Is Disney Vacation Club?
How Membership Works
What Membership Costs
Destinations
Member Benefits


The Vacation Points System

As a Disney Vacation Club Member, you're never locked in to a specific resort, time of year, type of accommodation or length of stay.

What are Vacation Points?
When you become a Member, you [purchase a real estate interest](#) in a Disney Vacation Club Resort, which is represented by an annual allotment of Vacation Points.

You'll use your Vacation Points to reserve your vacation accommodations.

- The number of Vacation Points you need for a specific Resort depends on the Resort, type of accommodations, time of year and



Questions? Get Answers!
Call us at (800) 500-3990†.
Or get our [Free DVD](#) and see where Membership can take you.

Making the Technical Case



Competitive Alignment Statements

We're less expensive than ...

We don't make you do ...

Compared to the alternatives, we're ...

[Other]

Making the Competitive Case



It doesn't take a genius.



The Next Big Thing Is Already Here
GALAXY S III

 /SamsungMobileUSA

SAMSUNG

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Making the Competitive Case

Sprint presents the



Cut Your Bill in Half Event!

**Bring us your Verizon or AT&T bill
and we'll cut your rate plan in half.**

You'll get unlimited talk and text to anywhere
in the U.S. Plus, we'll match your data.
All while on the Sprint network.

Discount applies to base monthly service plan only. Exclusions apply and new plan features
may not be an exact match.



Saving big is easy! Upload your current wireless bill now.

Let's go!

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Risk Alignment Statements

You won't regret buying our _____
because ...

We'll save you time and money by ...

We guarantee that ...

[Other]

Risk has to be addressed by everyone ...



... even hot cars.

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What are some concerns?

- Is the technology that good?
- Is it worth that much money?
- How long will this company last?
- How reliable will this car be?
- Where do I recharge during long trips?

What are some concerns?



HIGHEST SAFETY RATING IN AMERICA

THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Safety

Model S is designed from the ground up to be the safest car on the road, as proven by a 5-star rating in all categories of the National Highway Traffic Safety Administration (NHTSA) crash test. Much of its safety is owed to the unique electric drivetrain that sits beneath the car's aluminum occupant cell in its own subframe. This unique positioning lowers the car's center of gravity, which improves handling and minimizes rollover risk, and replaces the heavy engine block with impact absorbing boron steel rails.

Side impacts are met by aluminum pillars reinforced with steel rails to reduce intrusion, protecting occupants and the battery pack while improving roof stiffness. In the event of an accident, eight airbags protect front and rear occupants, and the battery system automatically disconnects the main power source. Should the worst happen, there is no safer car to be in than Model S.

Related updates

NHTSA Reaffirms Model S 5-Star Safety Rating In All Categories For Model Year 2014

December 23, 2013
Press Release

Tesla Model S Achieves Best Safety Rating of Any Car Ever Tested

August 19, 2013
Press Release

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Press Release

What are some concerns?



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Converting five doubts ...



... into five certainties.

I see that you are fundamentally aligned with my / our best interests.

I understand how your offering benefits us financially.

I believe how your offering fits my / our needs.

I feel I / we can proceed with your offering with confidence.



I know your offering is better for me / us than the alternatives.

Identify the critical path to your prospect's mind!

- Is it the Business Case?
- Is it the Financial Case?
- Is it the Technical Case?
- Is it the Competitive Case?
- Is it the Risk Case?



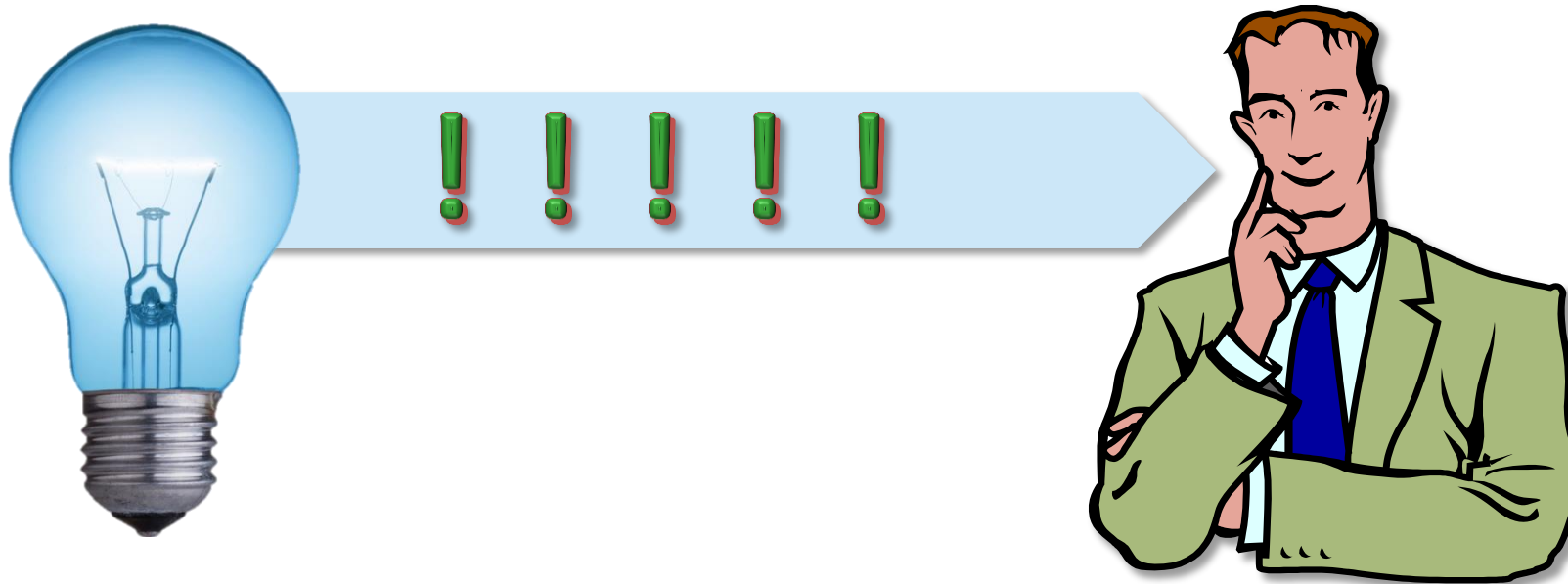


Then apply to **all** your communications.



Successful Value Props make it ...

... through the five **critical questions** to **connect** with target buyers.



Thank You

Jose Palomino
Founder and CEO —
Value Prop Interactive
[@jpalomino](https://twitter.com/jpalomino)

