



# WORKSHEET

## OPERATIONS



## The value proposition for my customers

### Intention

The value we create for our customers will determine what price we are able to set for our products and services.

By investigating our value proposition and quantifying it, we can become better at determining prices.

### Process

Start by looking through the various value propositions in the worksheet, and evaluate which of these you provide for your customers.

Continue by listing how you, in specific terms, create this value.

Finally, try to estimate and quantify the value you create for the customer. Based on this you can estimate what the customer will pay for your product or service.

### Next Step

Use your new insights and sales arguments to negotiate better prices with your existing and future customers.

v1-1

Alternative value propositions	How I, in specific terms, create this value?	How much is this worth to the customers?	What will the customer pay for this?
My product or service help the customer to sell more			
My product or service saves money for the customer (compared to alternative)			
My product or service strengthen the customer's brand			
My product or service help the customers reach their goals			
My product or service helps the customers solve problems			
My product or service creates new opportunities for the customers			
My product or service reduces the risk for the customers			

Date:

Name:

Company: