

**Perfecting Your Value Proposition** will help you cut through the noise of a crowded marketplace. It encourages your potential customers to say “that’s exactly what I need”.

The following exercise is designed to help you identify higher-level value of your products/services. Go beyond cliché buzzwords and answer the dream your customers are craving, but can’t even articulate it for themselves.

If at any point, you feel you need help in this process, contact Azola Creative and we can help facilitate this exercise for you and your team.

1. What product/service do you provide?

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2. How do you provide this product or service?

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3. Why are you better at this than your competitors?

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4. Why did you create this product/service?

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5. What problem does it solve for your customers?

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6. Why would a potential customer choose not to buy your product/service?

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7. Which of the following best describes the result of using your product/service? (Choose Only One):

- a. My customers become more efficient in their day-to-day operations
- b. My customers increase their sales
- c. My customers increase their profitability
- d. My customers gain better market and customer intelligence/insights
- e. Other

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8. Provide 3 words to describe the excitement you want your customers to have after using your product/service:

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9. Provide 3 words to describe the comfort/relief your product/service creates for your customers?

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10. Based on your answers above, use the following lines to finish this statement with less than 10 words. Circle the number of words you used to see how concise you can be.

Less than 10 is good. Less than 7 is great. Less than 5 is Excellent. Less than 3 is Rock Star status.

My product helps you...

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1 2 3 4 5 6 7 8 9 10

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Azola Creative helps you transform your products into a sales engine. Whether you're launching a new product, or need to increase interest in an existing one, we can help you **position**, **model** and **market** your products for higher sales results.

Visit: [AzolaCreative.com](https://AzolaCreative.com) to learn more.