

Value Proposition Design – value in the language of customers

1. Where you stand today

You have solutions, products or services that sometimes require explanation. Your customers and prospects don't understand the benefits of your solutions or why they need them at all. You yourself have difficulties translating your technical vocabulary into customer-friendly language.

2. Where you want to go

Your picture of the future looks different. You want customers to be able to clearly classify your solutions and understand the benefits. You don't want to be the only one to tell this story, you want everyone in your organization to be able to tell it.

You want to measurably increase sales, especially through new customer inquiries, up-sells and cross-sells. You want to get more leverage on the return on investment of your marketing department.

3. Our proven process

- We ask you and your team the crucial questions about the focused products.
- We develop the customer jobs to be done, which your customers want to master functionally, socially and emotionally.
- We work out the pain points and success factors, as well as the answers of your solutions to them.
- We develop and test your value proposition in the relevant customer group.
- We create the first document for the storyline, a one-pager in textual form.

4. How long it will take

The process takes 3 months. Afterwards optimization and support.

5. What we need from you

We need top-down commitment from you to avoid building paper tigers.

We need a single point of contact within the company (e.g. Managing Director, Chief Customer Officer, Head of Marketing, Head of Sales).

6. What it costs

From 2.500€ per month.

7. Frequently asked questions

- Is Value Proposition Design a product or a service?
→ Es It is a service that partly relies on software.
- What is the collaboration with tractionwise like?
→ Very straightforward. We ask you a few essential questions at the beginning to quickly get to know your market. You receive monthly reports on the state of affairs and knowledge.
- What are the outcomes of the process?
→ Customer profile, buying center, narrative and in the best case some opened customer doors.

Company - tractionwise is a customer insights company with the necessary consulting skills for inspiring customer relationships.

Rooted in Bavaria, at home in the world.



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until it runs!