

EL10: Value Propositions and Customer Priorities

Homework for Friday

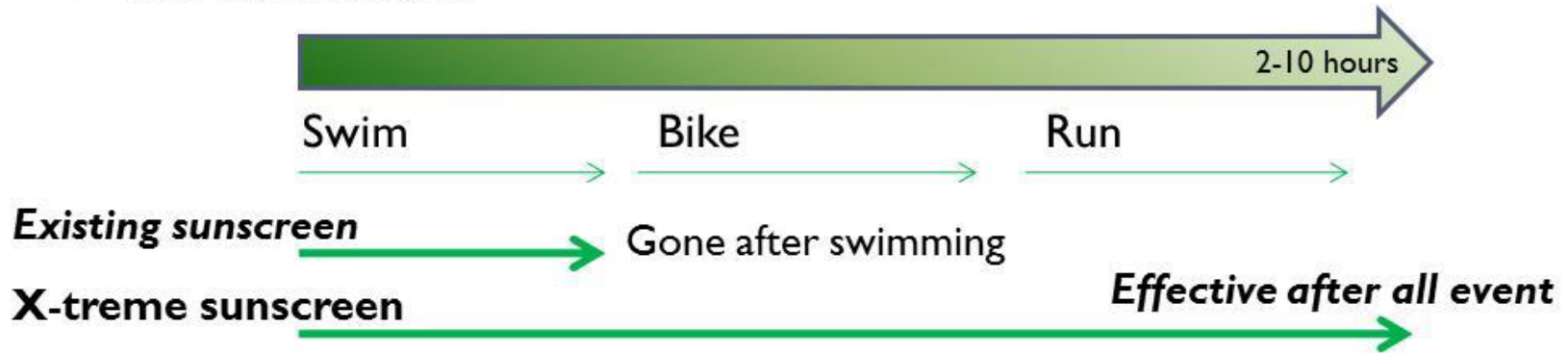
Talk to AT LEAST 3 potential customers.

- survey
- find out what they want
- get feedback on your idea

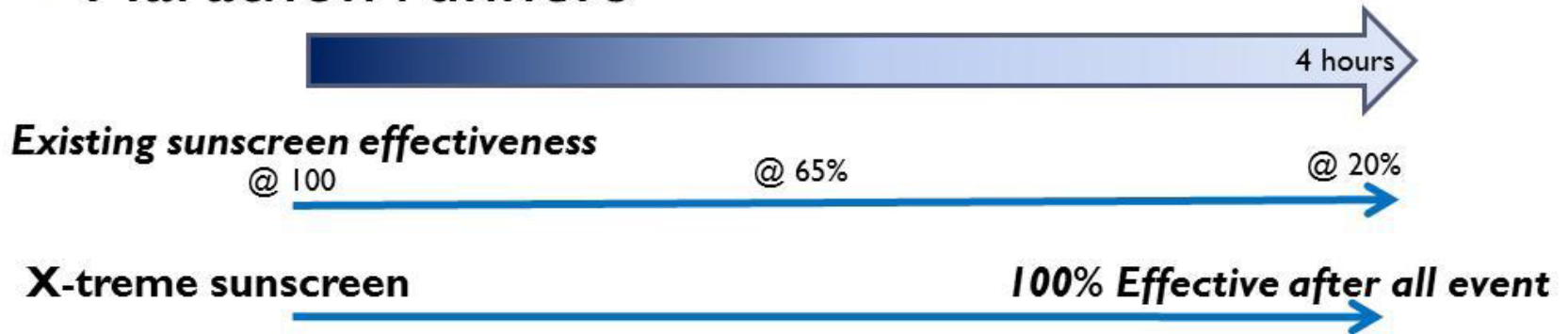
Quantify Value Propositions and Customer Priorities

- List your value propositions for the customer.
- Quantify the value.
 - NO “better”, “easier”, “faster”
 - Need details. 30% faster, 25% lower cost
- List customer priorities and rank them
- Chart your competitive position with potential customers

- Tri-athletes



- Marathon runners



- SunSpring's value proposition is increased efficiency, flexibility, mobility, reliability, and operation simplicity vis-à-vis its competitors

