**Develop your customer value proposition (CVP)**

**TEMPLATE**

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# Develop your customer value proposition (CVP)

To do:

1. Work through option 1 (simplified) and/or option 2 (comprehensive).
2. Make sure the statement truly reflects your sustainable business difference.

Remember:

* Directly answer the question: *What value do you promise to deliver to customers?*

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| **Option 1** | | **Option 2** | |
| **You know how…**  (Customers’ problems) |  | **What are the problems we’re solving for our customers?**  (What goals or outcomes do our customers want to achieve?) |  |
| **Well, what we do…**  (Our solutions) |  | **What are the benefits customers get from our products and services?**  (Include functional results and emotional benefits) |  |
| **In fact…**  (Our wow factors) |  | **What sets our brand apart from the competition?**  (Reasons why customers will choose and use our brand) |  |

**Your next step**: Finalise your value proposition and include this in the marketing section of your business plan.