

## **Customer Experiences: Week 1**

Understanding Your Value.

### **What is it:**

They say there is rarely a new business idea or concept so what helps us to stand out is the value we bring either personally or via our products/services. What we do differently and how we present and position ourselves is what helps a customer decide whether they will buy from us or a competitor. In this first video we will look at how we should define our value in order to stand out.

### **Common problems/mistakes:**

- Very few of us are clear on what value we add;
- We often hide our differences to fit into the market/area/industry we want to operate in;
- Many do not succeed because they disregard the importance of value.

### **Why is it important?**

- Sets us apart from the competition;
- Helps us to attract the right customers;
- If communicated correctly, makes us invaluable.

### **How does it work?**

In this video I will show you how to define your unique selling proposition and we'll look at value proposition mapping.

### **Tips for success:**

- Take time to memorise your value proposition so you can reel it off at a drop of a hat;
- Talk about the value you bring rather than what you do;
- Update your written content to highlight your value;

### **Template/Checklist**

- Value proposition Mapping template.

### **Task:**

Download the Value proposition Mapping template provided to define your value proposition.