

Your Boring Value Proposition

Instructions: Describe the value of your company in the following terms; be accurate and precise.

Value Drivers	Description
<p>Idea: What does your product or service do for your customers?</p>	
<p>Benefits: How do your customers benefit from your products and services?</p>	
<p>Target: How can your target customers be differentiated from others?</p>	
<p>Perception: How do you want to be perceived by your customers, shareholders/business owners, and employees?</p>	
<p>Reward: What's in it for you, your partners, shareholders/business owners, and employees?</p>	

Value Proposition:
(include all areas to describe your value.)

Your Scoring Value Proposition

Instructions: Describe the value of your company in these terms:

- Differentiate yourself from your competitors with a **FACT** or **FIGURE**
- Identify compelling value you can deliver in terms of your offerings, your people, and your expertise with a **UNIQUE PERSPECTIVE**
- Show how that value enables a company to improve their very specific business results with a **FACT OR FIGURE**
- Prove it by giving an example of how you have helped someone else achieve similar results **WITH A TWIST TALK TO THE FUTURE AS WELL AS WHAT YOU DELIVERED TODAY** (or yesterday)

Value Drivers	Description
Differentiate: Fact or Figure	
Compelling Value Unique Perspective: Offering, Talent, Expertise	
Improve Business Results: Fact or Figure	
Proof: How you helped - today and in the future	

Your SCORE Value Proposition:
