

# Your Boring Value Proposition

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

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

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

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# 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
<b>Differentiate:</b> Fact or Figure	
<b>Compelling Value Unique Perspective:</b> Offering, Talent, Expertise	
<b>Improve Business Results:</b> Fact or Figure	
<b>Proof:</b> How you helped - today and in the future	

**Your SCORE Value Proposition:**

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