

# DEVELOPING A UNIQUE VALUE PROPOSITION

A Six-Step Guide for Transportation Companies





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If you don't have a strong value proposition, buyers don't have a good reason to buy from you. What's more, value propositions can be difficult to craft, which is why many companies don't have one.

Value propositions should be defined as the core of WHY you exist and should drive the entire strategic direction of your company, including operations, sales, marketing, finance, etc.

What is a value proposition? A value proposition is quite simple. It's a statement to a customer explaining the number one reason why a specific product or service is best suited to them, the buyer. It clearly explains how the product or service fills a need, what the added benefit is and why it's better than any other product or service on the market. A value proposition must be concise, but also easy to understand and with little need for further explanation. It should be displayed prominently, for example, on a company's website.

And why most will argue that good value propositions with supporting proof can take years to attain, we believe that you can get started following six simple steps.

## STEP 1: INPUTS

Gather a small team of diverse thinkers from your organization. Try to include a mix of those who work directly with the customer and those who can also see the big picture. Ask each other, "What do the customers really care about and what are they really buying?" And remember, there is more to it than price. Consider your list of services.

- What do you really sell?
- Who is the target customer?
- What do your customers really want?
- What is your customer trying to solve?
- What are the benefits of using your service?
- What makes your service unique or different?
- Stay away from features





# STEP 2: DECISION MODELING

What do your buyers care about when making a buying decision? Look at it through their eyes. Pair up with your team again and talk about the business case issues and emotions that customers care about.

Most buyers are looking to fix, accomplish or avoid something and they make their buying decision with that in mind. They do this considering two perspectives: what's in it for the business (business objectives) and what's in it for me personally (buyer emotions).

BUSINESS OBJECTIVES	BUYER EMOTIONS/PERSONAL GOALS
Minimize	Minimize
<ul style="list-style-type: none"> <li>• Investment</li> <li>• Time</li> <li>• Risk</li> </ul>	<ul style="list-style-type: none"> <li>• Fear</li> <li>• Uncertainty</li> <li>• Shame</li> <li>• Stress</li> <li>• Change</li> </ul>
Maximize	Maximize
<ul style="list-style-type: none"> <li>• Savings</li> <li>• Speed</li> <li>• Quality</li> <li>• Reliability</li> <li>• Growth</li> </ul>	<ul style="list-style-type: none"> <li>• Pride</li> <li>• Accomplishment</li> <li>• Prestige</li> <li>• Happiness</li> </ul>



## STEP 3: UNIQUE FEATURES/ CHARACTERISTICS

In step three, you'll build out a list of unique features and characteristics. Then you'll ask your team two questions: "So what?" and "Can we prove it's true?"

Examples:

- Lowest freight damage record in the industry
- Unique specialties: warehousing, rail, customs
- Best pricing (cost of service) in the industry
- Proactive customer service
- Technology and apps
- Area of expertise (we specialize in...)
- Informed response (faster, better) than any other

The most powerful value propositions are supported by data or proof. What proof would you provide? Examples of proof types include guarantees, certifications, demonstrated expertise, documented results, metrics/data, case studies and customer testimonials and reviews.

During step three, you'll want to fill in the blanks using the following statement:

"We are confident that customers will buy from us because our company solves [insert customer problem] better than any alternative because..."

- Proof 1: \_\_\_\_\_
- Proof 2: \_\_\_\_\_
- Proof 3: \_\_\_\_\_



## STEP 4: **MARKETING LANGUAGE**

With your same group of thinkers in the room, start to formulate your value proposition statements. You can do this on a whiteboard or onscreen. Consider your inputs, your decision modeling and your unique features and characteristics. You should do more than one and then take a step back.

- Is it clear and easily understood?
- Is it believable?
- Does it show how you are different?
- Does it state the value you offer?
- Can you back it up with proof?

## STEP 5: **VALUE-ADDED “BACKERS”**

Now that you have your marketing language, consider your value-added “backers.” These are the everyday things you take for granted that can back up what you say your service can do for your customers. Many times you are in a highly competitive market and the little things can sway a customer in your favor. Make a list of the “backers” that support your value proposition. Examples may include:

- Free consulting
- Transparency in pricing
- Guarantees
- Trademarked processes
- Awards
- Customization



## STEP 6: TESTING

The best way to tell if your value proposition is strong is to test it. You can easily do this on your website or via social media. We call this A/B testing. It's a technique we use to validate or invalidate our marketing messages. It also helps you make data-based decisions when you finalize your value proposition.

In an A/B test of your value proposition, you take a web page or app screen and modify it to create a second version of the same page. Half of your traffic is shown one value proposition and the other half is shown another version of your value proposition. Their engagement with each value proposition is measured and collected using analytical tools. The results should suggest which value proposition you should more strongly consider.





# EXAMPLES



There's a better way to grow.

Marketing, sales and service software that helps your business grow without compromise. Because "good for business" should also mean "good for the customer."



Delicious eats, delivered easy.

The restaurants you love, delivered to your door.



Your credit scores should be free. And now they are.

Check your scores anytime, anywhere, and never pay for it.



Flawless video. Clear audio. Instant sharing.



The collaboration hub that moves work forward.



Generate better leads & close more sales with a B2B marketing agency focused on results.

## Request a Value Proposition Consultation

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