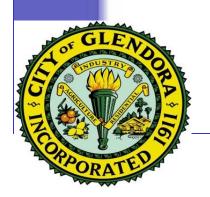
Customer Value Proposition

Tom A. Buckles, PhD August 9, 2013





& Management₁



Customer Value Proposition

- Customer focus, not product focus
 - Description of the experiences consumer realizes upon use of the product
- Most companies don't have one
 - Don't have a deep understanding of their customer
 - Keystone for effective product marketing actions
 - Concise, supportable statement of product's value
 - Focused approach to understanding target user



Example #1







Example #2: Harvey







Handout

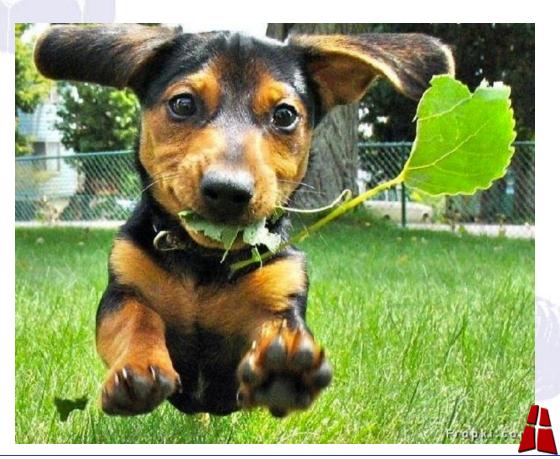


For your organization, create a Customer Value Proposition





Race to the One-Page Business Plan



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