

Part 1: Dimensions of the value proposition

	A	B	C	Rating
Structure	Customer focused statement written in customer's terms	Product focused, written from supplier's perspective	Internally focused	
Target customer	Specific target group identified	Generic customer group or single customer	Not identified or internally focused	
Customer needs	Evidence that benefits address significant needs of target customer	Anecdotal evidence of customer needs	Customer not consulted or needs not stated	
Benefits	Quantified and stated in terms relevant to customer; considers entire supply chain	Stated qualitatively; considers only direct customers	Unclear or not relevant to customer	
Differentiation	Clearly shows how product is superior to competition	Benefits unclear vs competition	Competition not acknowledged	

Scoring: A = 0, B=3, C=5

Part 1 total _____

Part 2: Diagnosis of symptoms

Yes No

Is demand for new products typically at or above the forecast in your business plan?		
Are new products frequently aimed at one customer?		
Does new product development often take longer than expected?		
Do your organization have a consistent methodology for pricing new products?		
Does your organization have difficulty killing projects that languish?		

Score: Yes = 0, No = 2

Part 2 total _____

Grand total _____

Score: 0-2: Best-in-class; 3-5: Good; >5: we are here to help

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