

Half-day and full-day options during which you will learn the fundamentals of building a strong value proposition and business case for technical projects. Content created specifically for B2B companies engaged in industrial manufacturing and materials.

**Value Proposition Foundation:** *describe the basics of the B2B value proposition*

- Understand targeting, benefits, and differentiation for B2B products and services
- Garner management support for a project with a strong value proposition
- Accelerate product development and shorten time to market

**Features & Benefits:** *provide benefit to all stakeholders in the B2B purchase decision*

- Distinguish between features and benefits
- Deliver only the features that add value to the customer
- Illustrate how B2B product and service benefits can be quantified

**Common Problems & Solutions:** *correct typical mistakes with B2B value propositions*

- Establish proper structure and orientation of the value proposition
- Provide benefits that customers value by addressing significant unmet needs
- Differentiate your product or service through benchmarking and documenting benefits

**Breakouts and Exercises:** *make an immediate impact on your projects*

- Diagnose strengths and weaknesses in projects and organizational capabilities
- Identify tools and techniques to address weaknesses
- Advance product development by adding clarity and focus to projects

**Half-Day Program**

Value Proposition Foundation
Features & Benefits
Common Problems & Solutions
Group Exercise
Summary & Conclusion

**Full-Day Program**

	AM	PM
	Value Proposition Foundation	Targeting & Primary Segmentation
	Features & Benefits	Customer Needs & Secondary Segmentation
	Group Exercise	Diagnostic Tool
	Common Problems & Solutions	Team Breakout Exercise
	Differentiation	Summary & Conclusion

**Ideal for:** B2B product development teams, technical personnel in commercial roles, product managers, and salespeople