

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

Value Proposition Foundation
Features & Benefits
Group Exercise
Common Problems & Solutions
Differentiation

PM

Targeting & Primary Segmentation
Customer Needs & Secondary Segmentation
Diagnostic Tool
Team Breakout Exercise
Summary & Conclusion

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