

Building trust

Client Value Proposition checklist: defining why clients should choose you



A company's Client Value Proposition ('CVP') is a statement that communicates the unique benefits and value it offers to its clients. When writing this statement, your goal should be to ensure that it fully answers the fundamental question: "Why should a client choose your services over those of your competitors?"

We have produced the following checklist as a tool for you to use to ensure that your company's CVP effectively communicates the unique benefits and value that you offer to your clients. The checklist provides a starting point and should be tailored to your company's specific values and strengths and the needs of your target clients.

Example CVP checklist:

1. Understand your target audience:

Yes

No

- Have you identified your target client segments? Describe them.
- Do you have a clear understanding of their needs, challenges and preferences?
- What are their priorities? For example, are they most interested in quality, cost or time?
- For each client segment, do you understand why those clients use the services of others?

Notes:

2. Identify your unique benefits:

Yes

No

- Have you identified the unique benefits and solutions your company provides?
- What makes your services unique and better than competitors?
- Are you emphasising your company's strengths in comparison to others?

Notes:

3. Clarity of service offering:

Yes

No

- Have you identified the specific elements of service you are offering your clients?
- If you promise these services, have you confirmed you are in complete control of their delivery? Can you fulfill your promise?
- Is it easy for clients to understand what you provide?

Notes:

4. Understand your clients' pain points:

Yes

No

- Does your value proposition address specific pain points or challenges your clients face?
- How does your offering solve these issues?

Notes:

5. Benefits over features:

Yes

No

- Does your value proposition focus on the benefits to the client rather than just listing features?
- Are you communicating how these benefits fulfill clients' desires or goals?

Notes:

6. Alignment with brand and mission:

Yes

No

- Does your value proposition align with your company's brand identity and mission?
- Have you captured and articulated your company's core values? What are they, and how are they seen in action?

Notes:

7. Consistency across channels:

Yes

No

- Is your value proposition consistent across different marketing channels, for example, your website, social media and brochures?
- Are there any discrepancies in how it's presented?

Notes:

8. Clear and compelling language:	Yes	No
--	------------	-----------

- Is your value proposition communicated using clear and concise language?
- Does it use powerful and compelling words that resonate with your target audience?

Notes:

9. Visual appeal:	Yes	No
--------------------------	------------	-----------

- Is your value proposition presented in a visually appealing format?
- Does it use graphics or design elements to enhance its impact?

Notes:

10. Emotional connection:	Yes	No
----------------------------------	------------	-----------

- Does your value proposition evoke emotions or resonate with clients on a personal level?
- Does it show that you understand and care about their financial well-being?

Notes:

11. Evidence of quality of service, including testimonials and case studies:	Yes	No
---	------------	-----------

- Have you included any awards, client testimonials or case studies that demonstrate real-world results?
- Do these add credibility to your value proposition?

Notes:

12. Call to action:	Yes	No
----------------------------	------------	-----------

- Does your value proposition prompt clients to take action?
- Is there a clear next step for them to engage with your services?

Notes:

13. Adaptability:

Yes

No

- Is your value proposition adaptable to changes in client needs or market conditions?
- Can it evolve as your services or clients' requirements change?

Notes:

14. Continuous improvement:

Yes

No

- Do you regularly review and update your value proposition to ensure it remains relevant and impactful?

Notes:

How often should this be reviewed?

The frequency of reviewing your CVP will vary depending on factors including industry dynamics, changes in client needs, shifts in the competitive landscape and your company's overall strategic direction.

You may wish to consider the following guidelines:

- 1. Regular review:** It is good practice to review your CVP checklist on an annual basis. This ensures that your value proposition remains relevant and aligned with any changes in your business, industry trends or client preferences.
- 2. Significant changes:** If there are significant changes in your company's offerings, target audience or market conditions you should review and update your CVP checklist sooner.

3. Customer feedback: Pay attention to feedback from your clients; if you are consistently hearing that certain aspects of your value proposition are resonating more strongly or less strongly with clients, it is a signal that you may need to make adjustments.

4. Competitor analysis: Regularly monitor your competitors' messaging and value propositions. If you notice shifts that could impact how clients perceive your value, it's a good time to review your own value proposition.

Ensure that your value proposition accurately reflects your company's offering and its unique benefits. If you find your value proposition is no longer resonating, it's important to make adjustments to maintain your competitive edge and continue delivering value to your clients.

Investment risk information

The value of investments, and the income from them, may fall or rise and investors may get back less than they invested.

Important information

This document is directed at professional investors and should not be distributed to or relied upon by retail investors.

The information contained in this document is not to be regarded as an offer to buy or sell or the solicitation of any offer to buy or sell securities in any jurisdiction where such an offer or solicitation is against the law, or to anyone to whom it is unlawful to make such an offer or solicitation, or if the person making the offer or solicitation is not qualified to do so. The information in this document does not constitute legal, tax, or investment advice. You must not, therefore, rely on the content of this document when making any investment decisions.

The information contained in this document is for educational purposes only and is not a recommendation or solicitation to buy or sell investments.

Issued in EEA by Vanguard Group (Ireland) Limited which is regulated in Ireland by the Central Bank of Ireland.

Issued in Switzerland by Vanguard Investments Switzerland GmbH.

Issued by Vanguard Asset Management, Limited which is authorised and regulated in the UK by the Financial Conduct Authority.

© 2024 Vanguard Group (Ireland) Limited. All rights reserved.

© 2024 Vanguard Investments Switzerland GmbH. All rights reserved.

© 2024 Vanguard Asset Management, Limited. All rights reserved. 01/24_1616J