

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.

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