

EMAIL [editorial@bucksherald.co.uk](mailto:editorial@bucksherald.co.uk) / FIND US ON FACEBOOK: [FACEBOOK.COM/BUCKSHERALD](https://www.facebook.com/bucksherald) / FOLLOW @bucks\_herald

## BUSINESS EYE

# A value proposition

WRITTEN BY

**ALEX PRATT**

Founder of Serious Readers in Birtton and chairman of Bucks Business First



[www.bucksherald.co.uk](http://www.bucksherald.co.uk)  
@Bucks\_Herald

**O**n a fair number of occasions during my working life, I've been called upon to help companies, charities or entire countries try to better understand what it is that they have to offer to the world and why anyone should be interested.

In my experience very few businesses take the time to properly understand their Why? Who? What? When? and How?

Any sustainable association with a product or service is always held under the umbrella of a common belief system; the Why? In the end people don't buy what you

do they buy why you do it, so it's important to understand and be clear about why you do what you do. Start by stating what you believe. For example, in my lighting business, we believe that better light enriches life.

You next need to decide who the target is for what you do. Who precisely is your ideal customer? Describe them in detail and paint a clear forensic picture of them, something expensive consultants would dub a customer "Avatar" or "Psychographic" if you cared to spend your money on renaming something simple and obvious.

It is critical to be able to clearly picture your ideal customer because all your marketing material, every picture and each word needs to be honed to be of maximum interest to this one individual.

Next, you need to be crystal clear as to the unmet need or "pain" experienced by your target customer that is eased by your product. So, for example the G-Tech vacuum clean-

er is cordless and lightweight and is there to take away the hassle of being tethered to the wall socket and being held back by the cord.

As well as this single-minded benefit, the customer is also going to need good reason to believe that you are not simply making empty promises that won't be delivered in practice.

This is where the story of your trading background and customer testimonials play key roles.

The value proposition is a clear story that explains how what you do solves the customer's problem in a unique, superior way to the alternatives, so you also need to understand what these alternatives are, including customer apathy.

Of all these components the one most commonly missed is seeing your customer in razor-sharp high-definition.

Your target is a person, not a segment or a crowd. If this is all new to you, I'd start here.