**Instructions:**

1. Your value proposition briefly describes how you will solve your customers’ most important problems. Your content replaces the examples in italics.
2. A value proposition is not a product specification. The emphasis is on what the product does to solve customers’ problems.
3. For the desired results, sales opportunities, and whole product sections, you should include the relevant tables and quad chart as listed in the References page of the book. You can also obtain them under the References tab at www.Targemetrics.com.

**Value Proposition Template**

**Executive Summary:**

*“ABC Company’s professional-grade circular saw is designed for professional carpenters who build complex wood products. Professional carpenters greatly value personal safety, given the complexity of their projects and the amount of time they spend using potentially dangerous tools like a circular saw. They also expect the product to prevent them from making frustrating mistakes like accidentally cutting the power cord. Customers expect industry-standard, professional-grade features like multiple bevel settings.”*

**Ideal Customer Profile:**

*“The ideal customer for ABC Company’s advanced circular saw is a woodworking professional who builds complex, intricate projects like fine furniture, finished basements, and other building construction work.”*

**Application:**

*“The customer uses the product for professional-grade woodworking, which includes intricate and complex cutting operations. Safety is critical because of project complexity, required precision, and long-term, extensive product use.“*

**Desired Results and Sales Opportunities:**

*“The customer’s primary concerns are preventing debris from flying into the user’s eyes and preventing an accidental cut of the power cord. Since accuracy, precision, and flexible settings are expected standard features, our focus for differentiation will be on providing a debris guard and power cord guide, neither of which are offered by competitors. These new features offer the best sales opportunities.”*

**Whole Product Model:**

*“The whole product analysis revealed that lack of 800 phone support and retail stockouts are significant issues for our professional woodworking customers. We will strengthen our value proposition by providing 800 phone support at no charge to help customers solve technical problems in real time. We will also increase production to prevent retail stockouts so customers can buy or return the product when needed.”*