



Workshop Overview

Most people think of a price tag when they hear the word value, but a price tag is just one of several factors that can be used to increase perceived value and the organisations able to identify, manage and market these a part of their value proposition more often than not, wins. Whatever your sector and whatever products or service you sell it's the perceived value and relevance of the proposition that will make your customer buy.



Benefits

By attending this three day workshop you will learn how to use frameworks to build compelling value propositions. You will cover the measurement and assessment of value propositions and learn how to work cross functionally within the business and externally. You will develop new product capabilities and strategies.

Outcomes & Content

- ✓ Understand customer centricity
- ✓ Generation of insights
- ✓ Understand the nature of propositions
- ✓ Defining propositions and perceived
- ✓ Understand and apply key principles
- ✓ Develop a sustainable proposition
- ✓ Learn how to work more effectively
- ✓ The benefits of customer journey mapping
- ✓ Evaluate and measure the effectiveness
- ✓ NPD process and the product portfolio
- ✓ Management of the product
- ✓ Learn how to build the business case



Who should attend ?

Practitioners or product managers involved in the research, development and delivery of customer value propositions, or any sales or marketing practitioner tasked with communicating the benefits of their product/service.

