



# Identifying Your Unique Value

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## Take the Quick Value Test



### ***See If You Are Communicating Your Value Credibly, Effectively & Concisely.***

- ✓ Can you **summarize** what your offering is, and why it's a **better choice** than other alternatives?
- ✓ Can you articulate the **value** customers get with your offering (or are you focusing on a list of features)?
- ✓ Do you have specific, value-oriented messages and “stories” for **each audience** (or are you trying to reach everyone at once)?
- ✓ Do you have **evidence** to support your claims?
- ✓ Do you have **communications strategies** to not only reach targeted audiences, but also to allow them to find & engage with you?

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*“If you want your message to stick, keep it simple. Concentrate on 1-2 points that deliver the greatest value to the customer.”*

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### Proving TRUE Value

**T**argeted – Group of customers with common needs/problems. Each group deserves its own value proposition

**R**elevant – Focus on the pressing customer need, not on your offering or what you do best

**U**nique – Understand the customer alternatives and how your offering delivers more value

**E**videnced – Determine how much more value; quantify tangible results

## Crafting Value Propositions

### My Value Proposition Checklist

- ✓ Who am I *targeting*? What are my priority customer segments?
- ✓ What do they find *relevant*? What are their top value drivers/desired outcomes?
- ✓ What is my positioning vis à vis the nearest alternative? How am I *unique*?
- ✓ Do I have credible *evidence*? What is my plan to develop substantiation for my claims?
- ✓ What do leading customers, analysts, or other thought leaders think of my offering and value proposition?

### The 4 C's of Effective Messages

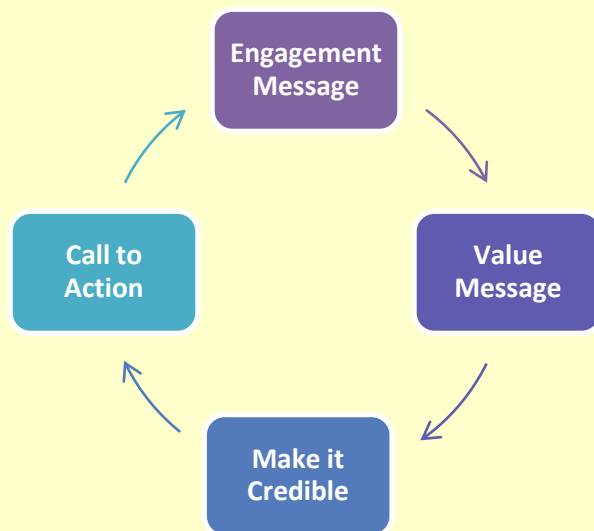
- ✓ **C**ompelling – Memorable
- ✓ **C**oncise – Simple and crisp
- ✓ **C**ustomized – Targeted and relevant
- ✓ **C**redible – Believable and substantiated

## Crafting Effective Messages

### My Message Checklist

- ✓ What is exceptional about my offering that the customer should know?
- ✓ Do my messages reflect unique value?
- ✓ Focus on the customer problem, not on my offering.
- ✓ Keep messages simple. Avoid industry jargon.
- ✓ Fewer words are better (but harder to do); whittle down word count with each draft.
- ✓ Be concrete, not abstract.
- ✓ Use proof points to enhance credibility

## Model for Telling A Business Story




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### ***Beware the Curse of Knowledge!***

*“Once we know something, we find it hard to imagine what it was like not to know it. Our knowledge has ‘cursed’ us. And it becomes difficult for us to share our knowledge with others, because we can’t readily re-create our listener’s state of mind.”*

Chip Heath & Dan Heath,  
Made to Stick, 2007

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## Combine Messages to Tell a Business Story

### **1. Engage:** *Get your audience to pay attention.*

- ✓ What is the business problem?
- ✓ What will get your audience to care about your offering? Create curiosity or surprise, e.g., unknown fact, personal story, or surprising statistic.

### **2. Show Value:** *Get your audience to care.*

- ✓ How will your offering help solve the problem?
- ✓ Use concrete examples to help people understand. Is there an emotional element you can tap in to?
- ✓ How is your offering different or better than the alternatives?

### **3. Make it Credible:** *Get your audience to agree/believe.*

- ✓ What proof points help support the value of your offering?
- ✓ Use anecdotes, analogies, peer testimonials, guarantees, etc. to help personalize.

### **4. Call to Action:** *Inspire your audience to act!*

- ✓ What do you want the customer to do next?
- ✓ Make it easy and give options, e.g., learn more, get quote, download, free 30 day trial, etc.

## Need Help?

We have experience in: Datacenter, Security, Virtualization, Web 2.0, Clean tech

Our approach is flexible and we can help with:

- Brand and Message Development (Value Proposition, Naming, Message Development)
- Web Editorial (Site/Content Strategy, Web Writing)
- Corporate Communications (Internal, Executive, Customer, Crisis, Editorial, Web)
- Product Marketing (Launches, Market Analysis, Go To Market, Customer Programs)
- Competitive Programs (Sales programs, tools, intelligence, market analysis)

Contact us: [info@cianaassociates.com](mailto:info@cianaassociates.com)



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## About Ciana Associates

**Ciana Associates** helps technology companies identify their unique value, refine marketing strategies for specific audiences, and develop programs that create strong customer preference and, ultimately, compel the customer to buy.

### Companies We've Worked With:



**A Fortune 500  
Virtualization Company**

TRANXITION

THE ARJANI GROUP



American BioResources