# **HOW TO BUILD A LOYAL CUSTOMER**



# THE VALUE PROPOSITION

1



## THE CUSTOMER

Identify the Customer, their perception of value, and how it will be delivered, acquired, or experienced.

2



#### A PAINFUL PROBLEM

Describe the Customer's painful problem that we will solve.

3



## **UNIQUE SOLUTION**

Promise value in describing our unique solution to the Customer's problem.

4



#### THE NET BENEFIT

Include the value of our solution to the Customer versus its cost.

A Process Value Proposition describes its purpose. Knowing your Value Proposition is key to gaining customer loyalty & competitive advantage.



PAINFUL PROBLEM



UNIQUE SOLUTION



**NET BENEFIT**