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## PUTTING THE VALUE INTO YOUR VALUE PROPOSITION

A common concern among Marketing and Sales Managers alike is how to avoid losing business due to the lack of a compelling value proposition.

This is where Brand Strategy and Business Strategy go from being an esoteric exercise to a pedal-to-the-metal necessity.

Over the years, we have found that all the research in the world without a guiding strategy has limited impact on the bottom line. Conversely, all the strategy in the world without relevant research can also end up sitting on a shelf.

Bottom line: For Brand and Business Strategy to work, managers must be able to deliver practical tools to the members of the organization tasked for making them work. Tools that work are grounded in a fundamental value proposition.

## WHY CUSTOMERS COME AND GO

If customers don't see a clear difference in the options available to them, they will choose their own source of differentiation. All too often the differentiator becomes PRICE and in a price-competitive marketplace, your products and services become a COMMODITY.

The typical industry reaction to commoditization is to lower prices and / or increase services within the price point. This quickly creates a downward spiral that hurts everyone...customers' wallets and company's bottom line.

When customers see a product or service that differentiates by meeting a NEED – particularly an UNMET NEED, they are more likely to consider and less likely to defect so long as the need continues to be met.

This is not a static situation, but an evolutionary process. It requires a commitment to staying in touch with customers and their changing needs, as well as a commitment to addressing these needs with customer-centric change.

Proceeding with a tactical plan that is unscripted by a Strategic Roadmap is as likely to succeed as creating a Business Strategy without a Tactical Implementation Plan.



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## HOW ARE YOU *DIFFERENT*?

You think you are different? So what? Prove it.

What is your Unique Strength? How is your product or service differentiated from the competition? What would your customers say your unique strength is? How would they compare you to the competition?

Your Unique Strength must be strong enough to serve as a differentiator against competitors. To accomplish this, you must be uniquely positioned to meet a meaningful business or individual need.

A meaningful need is one your client needs to fix, accomplish or avoid in order to be successful. Articulating a compelling Value Proposition is easy if you are uniquely positioned to deliver the solution.

## WHAT IS YOUR VALUE PROPOSITION?

If you find it difficult to verbalize your Value Proposition – you're not alone.

The process of defining a Value Proposition can be as simple as a CEO saying it is so...to as difficult as brainstorming with key executives to gain consensus that all can live with.

**Regardless of how you define your Value Proposition, to be successful, it MUST serve to differentiate you in the marketplace.**

This typically is accomplished by following a process:

- **Discovery** (perhaps in-depth interviews among key customers and key executive team members, or a larger-scale Competitive Positioning research effort among a representative sampling of the customer universe) – *where is the unique need in the marketplace that can match a unique corporate strength?*
- **Synthesis** (facilitated JumpStart sessions at the Executive Team level, tactical brainstorming among sales and marketing staff to bridge customer feedback with strategic and tactical direction) – *what must be done to insure the Value Proposition is carried out in a believable manner?*
- **Implementation** (creation of sales and marketing tools, roadshow of internal sessions that train and coach employees for the internal assimilation of the Value Proposition) – *what are the tools to make sure that the value proposition is communicated in a clear, cohesive manner?*
- **Monitoring** (Customer Satisfaction Testing / Customer Account Reviews to test how the Value Proposition is delivered) – *are customers hearing the intended message? Does it have relevancy? Does it open the front door to new business and close the back door to defection?*



# Value Proposition White Paper

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## Why go through such a process?

The creation of a Value Proposition is a key element of Brand and Business Strategy and becomes the foundation for everything you do. A successful Value Proposition is a guidepost to measure your choices against and to institutionalize throughout the corporate culture.

Implementation of a Value Proposition serves as a Strategic Roadmap that can be specifically linked to bottom line improvement in *obtaining* customers (opening the front door) as well as in *maintaining* customers (closing the back door).

This customer-centric, bottom-line, approach gives you a common-sense approach that insures you are communicating with relevance to your customers and prospects.

## ADR Associates, Inc

*...Helping Connect With Customers*

ADR Associates is a corporation founded in 1994 specializing in strategic positioning, market research and communication counsel.

Based at Red Hawk Ranch, a unique executive off-site location, ADR brings the customer voice into management's focus. Helping clients understand customer perceptions is often the foundation of ADR's involvement and becomes a driving force for creating and fine-tuning successful business strategies.

With a network of consulting Associates specifically capable in helping you go down the path of Discovery, Synthesis, Implementation and Monitoring, we are uniquely positioned to assist you in creating a Value Proposition you can live with.

Red Hawk Ranch is headquartered in California's Temecula Valley Wine Region. Visit us at [www.redhawkranch.tv](http://www.redhawkranch.tv).