THE CUMBERBATCH GROUP

Value Proposition Guide

A structured guide for connecting customer priorities to a differentiated offer, credible proof, and a clear reason to choose

Business or project	
Guide lead	
Date prepared	
Priority customer	
Version	

How to use this guide

Develop one value proposition for one priority customer and one meaningful decision. Begin with evidence about the customer's desired progress and available alternatives, then map the offer to the outcomes that matter most. Treat the value proposition as a testable business choice, not a slogan, and revise it when customer evidence does not support the assumptions.

01 DECISION AND SCOPE

Define the customer, offer, market context, and business decision this value proposition must support.

Scope element	Definition
Product or service	
Priority customer	
Market or geography	
Buying situation	
Primary alternative	
Business objective	
Decision this work must support	

Why the current value proposition is insufficient

Evidence available and important limitations

02 PRIORITY CUSTOMER

Describe the specific customer whose decision the value proposition must influence.

Customer factor	Primary customer	Excluded or secondary customer
Customer type		
Role or situation		
Stage or maturity		
Budget or economic context		
Urgency		
Decision authority		
Distinctive characteristic		

Why this customer should be prioritized

Assumption about the customer requiring validation

03 DESIRED PROGRESS AND JOBS

Identify what the customer is trying to accomplish in functional, economic, emotional, and social terms.

Job or progress	Importance	Current difficulty	Evidence	Success measure
Primary functional job				
Supporting task				
Economic progress				
Emotional progress				
Social progress				
Longer-term ambition				

Progress that matters most to the customer

Progress the customer values but may not state directly

04 PROBLEMS, COSTS, AND RISKS

Document what makes the customer's progress difficult and the consequences of an inadequate solution.

Pain or risk	Frequency	Impact	Current response	Evidence

Most costly unresolved problem

Risk the customer is most determined to avoid

Reason the customer may tolerate the current situation

05 DESIRED OUTCOMES AND GAINS

Define what a better solution must create, improve, simplify, or make possible.

Desired gain	Required or preferred	Customer value	Measure	Evidence

Minimum acceptable outcome

Outcome that would create exceptional value

Trade-off the customer is willing to accept

06 CURRENT ALTERNATIVES

Assess the direct, indirect, internal, and non-consumption alternatives the customer can choose.

Alternative	Why chosen	What works	What fails	Switching barrier
Direct competitor				
Indirect solution				
Internal workaround				
Do nothing or delay				
Build or source independently				

Alternative most difficult to displace

Reason the customer would change

Advantage the offer must not attempt to imitate

07 OFFER AND CAPABILITY MAP

Describe what the business provides and the capabilities required to deliver it reliably.

Offer element	Description	Customer outcome	Required capability	Evidence
Core product or service				
Included component				
Process or method				
Service or support				
Access or convenience				
Assurance or guarantee				

Offer element that creates the greatest value

Capability that must be strengthened

08 CUSTOMER AND OFFER FIT

Match the offer to the customer's most important jobs, pains, and gains, then identify weak or unsupported connections.

Customer priority	Offer response	Strength of fit	Evidence	Improvement needed

Strongest fit

Weakest or least-supported fit

Offer element that should be removed, simplified, or deprioritized

09 DIFFERENTIATION AND CHOICE

Identify the relevant advantage that gives the customer a credible reason to choose this offer.

Differentiation factor	Our offer	Primary alternative	Customer relevance	Defensibility
Outcome				
Method				
Experience				
Speed or convenience				
Economics				
Expertise or trust				

Most relevant point of difference

Reason the difference can be sustained

Difference customers are unlikely to value

10 PROOF AND CREDIBILITY

Determine what evidence is available, what remains unproven, and how claims should be qualified.

Claim	Evidence available	Source	Confidence	Evidence needed

Strongest proof point

Claim requiring qualification

Evidence that should be developed next

11 VALUE PROPOSITION STATEMENT

Combine the customer, need, offer, value, difference, and proof into a clear business statement.

Statement component	Working language
For	
Who need	
Our offer is	
That provides	
Unlike	
We are different because	
Supported by	

Full value proposition statement

Short customer-facing version

Primary call to action

12 TESTING PLAN

Test whether the value proposition is understood, relevant, credible, distinctive, and strong enough to influence action.

Test question	Method	Audience	Success measure	Owner
Is it understood?				
Is it relevant?				
Is it credible?				
Is it distinctive?				
Does it increase preference?				
Does it support willingness to pay?				

Most important assumption to test first

Evidence that would require revision

Test date and decision date

13 APPLICATION BY CHANNEL

Adapt the approved proposition to the context of each channel without changing its strategic meaning.

Channel or asset	Lead value	Supporting proof	Call to action	Owner
Website home page				
Product or service page				
Sales conversation				
Proposal				
Email				
Social media				
Advertising				

Channel requiring the first update

Message consistency risk

14 APPROVED PROPOSITION AND ACTION PLAN

Consolidate the decision, record the evidence, and assign the changes required to bring the offer and communication into alignment.

Value proposition element	Approved direction
Priority customer	
Desired progress	
Central problem	
Offer	
Primary value	
Point of difference	
Reason to believe	
Customer-facing statement	

Required action	Owner	Due date	Evidence of completion

Approval, approving authority, and review date