Designing and Delivering Your Value Proposition: Customers Want to Buy What They Value, Not What You Value. Customers will buy your product only if it delivers real value to them. The key to making a successful value proposition is to understand what your customers value and then deliver that value. This book provides a step-by-step guide to creating a value proposition that will attract and retain customers.

Creating and Delivering Your Value Proposition: Corey Robin 2012-05-11 in recent years, developing a value proposition has become a primary consideration for businesses. A value proposition is an essential and quantifiable statement of the benefits that a company provides to its customers. A value proposition is a critical component of a business plan and a key element in the company’s sales and marketing strategy.

Selling Your Value Proposition: Corey Robin 2017-04-15 a value proposition is created and presented to the customer as the combination of a company’s product and services, and the value that it will provide. It is a tool that helps businesses understand what their customers value and how they can better meet those needs.

Value Proposition Design: Alexander Osterwalder 2013-03-15 the authors of the international bestseller Business Model Generation explain how to create value propositions customers can’t resist. Value Proposition Design helps you figure out what customers really value. The book is based on the Value Proposition Canvas, a model designed to help you get from idea to offering to market more quickly. The book presents a step-by-step guide to discovering, creating, and delivering unrivalled value to customers.

Business Model Generation: Alexander Osterwalder 2005-03-01 describes a new approach to innovation - a systematic method of creating new businesses. It has helped thousands of businesses create new products, services, and business models that capture market demand and generate growth. Through the Value Proposition Method, you can uncover the needs of your customers and the offerings that will satisfy those needs.

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Measuring and Communicating Security's Value

The principal theme of having metrics that demonstrate the security department's value to the corporation Emphasizes the importance of measuring and delivering actionable results Includes real world, practical examples that may be considered, applied, and tested across the full scope of the enterprise security mission Organized to build on a thorough understanding of the foundational text for security metrics. This book builds on that foundation and covers the why, what, and how of a security metrics program, risk reporting, insider risk, building influence, business alignment, and much more...