

A background image showing a pair of hands holding a small, green, leafy plant in a black tray. The plant has several small, serrated leaves. The hands are positioned on the left and right sides of the tray, supporting it. The background is dark and out of focus.

Value proposition review

This service helps SME's that want to grow their revenue to understand how well their value proposition is working for them in converting sales prospects into paying customers. Using my unique proprietary method I'll show you what improvements you could make to your proposition that will better help convince prospects that by coming to you, they've come to the right place to meet their needs, helping you to close more deals and increase your revenue

Value proposition review

Small businesses work hard for leads yet many fail to properly convey the benefits and value they deliver to customers. If your proposition isn't up to scratch, you may not convert as many as you could.

It's said you have around 5 seconds to convince a website visitor they've come to the right place before they leave. Your value proposition can convince them to stay; if it's missing, weak, hard to find or hard to understand, you're not making the most of that 5 seconds. This review will find any weaknesses, giving you the opportunity to improve and convert more.

YOUR PROPOSITION: WHAT IT IS AND WHY IT'S IMPORTANT

-  Customer buying decisions are based on the value and benefits they perceive they'll derive from a company or product/service
- ☒ A value proposition should spell out clearly to potential customers what value and benefits they'll realise by spending money with you. It's your perfect opportunity to convince them you're the ideal supplier for them
-  A well defined proposition will help more customers choose you over the competition, making more sales and growing your business
-  Research shows brands with unique propositions achieve 141% better growth than companies with excellent advertising and poor proposition

HOW IT WORKS

-  Sign up and complete a quick pro-forma with pertinent information
-  Review conducted, insights gathered and feedback written up
-  Formal report sent to you and remote feedback session arranged to discuss findings

Learn how your brand and proposition is being perceived by those outside of your business and identify areas to strengthen.

Spot missed opportunities to convey your value and convince potential customers you're the right supplier for them.

Finding ways to strengthen your proposition can increase conversions and therefore your revenue.

Useful and actionable insight you can use for positive change to grow your business.

BENEFITS



+44(0)7971 684 983



gary.carter@carterloxworth.com



www.linkedin.com/in/garycarter3/