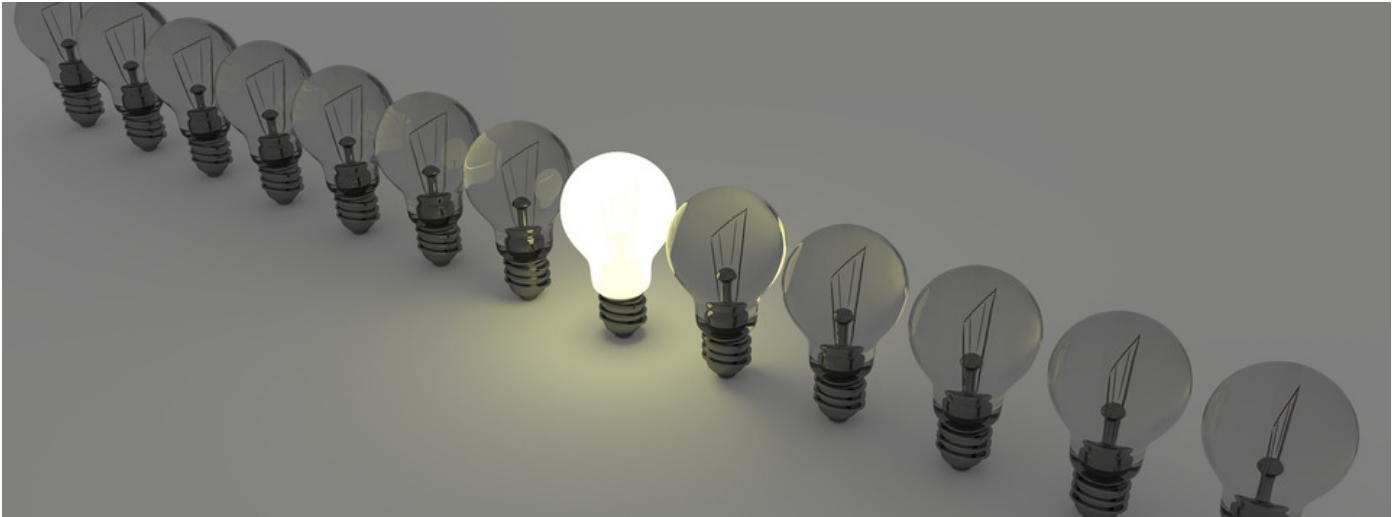


Value Proposition Builder Coaching Programme

Helping you stand out from the crowd



Delivered by Kevin Anderson, Chief Storyteller & Founder of The Story Edge

A Value Proposition is the promise you make to your clients. It lets you communicate two key things with your audience: what it is you do, and what your clients can expect in return. For me, the value proposition is a stripped down version of everything you are. It gives you, and your client's absolute clarity on what you deliver. It's the promise you make. By the end of the programme, you'll have a value proposition to help drive you forward. And, from the cutting room floor, you'll also have other sales messages to support your marketing communication efforts.



Programme Outline

This programme is delivered over three one-hour sessions:

- Session 1 | Building your value proposition
- Session 2 | Refining your value proposition
- Session 3 | Sharing your VP with the World
- Follow-up call to support implementation



£570

(20% discount available for registered charities.)

This programme can be delivered in person in Dundee, or online via Skype. It's also available as a group workshop.