

DEFINING YOUR VALUE

The value of your product or service is not what it can DO for your customer, but what it makes possible. Eg. If your product saves your customer time, the value is what can the customer do now with this new time gained.

Your product/service

☞ Brings savings

⌚ Time

💰 Money

⚡ Energy

☞ Improves efficiency

} These are not values, but benefits

Your product/service



benefit



” _____ brings you _____
which allows you to _____ ”

value



Products/services have **features**, that brings **benefits**, which produces **value**.