**Value Proposition Template Guide**

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| --- | --- |
| For | ***buyer persona or title*** |
| who | ***problem statement*,** |
| our | ***offering*** |
| is a(n) | ***offering/solution description*** |
| that | ***primary functions/benefits.*** |
| By selecting our | ***offering name*** |
| you will experience | ***description of the experience.*** |
| Your role in experiencing this benefit will be | ***satisfaction of personal driver experience*** |
| This offering will support your | ***key business drivers*** |
| objectives by | ***description.*** |
| Unlike our competition, we | ***primary differentiators.*** |

**Example Value Proposition 1**

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| For | ***Chief Information Security Officers (CISOs)*** |
| who | ***have a network that is experiencing threats which are affecting the business, and whose security is too complicated to manage and budget adequately*** |
|  | ***XYZ Security Company*** |
| is a(n) | ***comprehensive network protection solution*** |
| that | ***contains all of the capabilities necessary to protect your network*** |
| By selecting | ***XYZ Security Company*** |
| you will experience | ***a fully protected network free of known threats with a minimum of false alerts.*** |
| Your personal experience from this benefit will be | ***a high degree of achievement and confidence that you will be able to focus on other issues since network security is being managed well.*** |
| This offering will support your | ***CEO’s need to conduct business unencumbered by network threats*** |
| objectives by | ***by providing unparalleled network visibility, full spectrum threat detection, true threat hunting, and actionable response options.*** |
| Unlike our competition, we | ***a tightly integrated, centrally managed platform easy to deploy, use, and maintain.*** |

**Example Value Proposition 2**

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| For | **Marketing Directors of defense manufacturers** |
| who | **find it difficult to reach high level defense and political decision makers** |
| our | ***Defense News publication*** |
| is a(n) | **international defense industry weekly paper** |
| that | **is read by Pentagon and Capitol Hill leaders who are interested in reports on program and product activity in the defense arena and the politics behind it.** |
| By selecting our | **advertising plan in *Defense News*** |
| you will experience | **maximum exposure for your marketing dollars.** |
| Your role in experiencing this benefit will be | **as a strategic partner and industry luminary, working with us as we brief you on upcoming editorial opportunities that will have your market’s attention.** |
| This offering will support your | **company’s growth** |
| objectives by | **carrying your message within the well-respected and frequently referenced pages of this publication, where it will be seen and remembered by an important audience.** |
| Unlike our competition, we | **can help you reach all levels of defense procurement influencers and decision makers, at the proper times throughout the entire purchasing process because of our controlled circulation and hand delivery to the Pentagon and Congressional offices.** |

**Blank Value Proposition Template**

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| --- | --- |
| For |  |
| who |  |
| our |  |
| is a(n) |  |
| that |  |
| By selecting our |  |
| you will experience |  |
| Your role in experiencing this benefit will be |  |
| This offering will support your |  |
| objectives by |  |
| Unlike our competition, we |  |