

The Example Proposition Crib Sheet

This proposition crib sheet has been created for a mythical email solution provided as a hosted service run by 'us' for the customer. Target customers are small professional businesses of 2-5 employees.

Competitor X provides an email solution that is installed at the customer's site and is run by the customer.

Competitor Y provides a similar hosted email solution to 'our' own.

Example Proposition Crib Sheet for Sales

Feature	Advantage to the customer	Benefit to the customer	Value to the customer	Compared to Competitor X & Y	Questions to ask
Email system hosted and run by us for the customer	No complicated software to install, set up and run	Makes life very easy for the customer as they don't need to find and pay for technical resource to help them set up and run the service	Based on our customer research this is by far the most important issue for customers in this target segment	Better than X and same as Y	Attack: "Do you rely on your email and would you like someone else to do all the worrying about running your solution? Would you like a company that specialises in running business-critical email solutions to run yours?"
Highly reliable service with Service Level Agreements (SLAs)	No backup processes to organise and no reliability issues to worry about	Gives customers who rely on their email peace of mind	Based on the Acme Research Report 2018, over 75% of small businesses say that email is the critical IT system in their business	Not sure with X and better than Y	Attack: "What would you do if your email system went down? We've had a number of customers come over to us because of reliability issues with Competitor Y's service. We are the only company that provides service performance guarantees."
Accessed using standard email applications	Users can keep their existing email application and do not need to install new software	Makes life easy as there is nothing new to learn	Customers expect this, so it is a 'hygiene factor' rather than added value	Same as X, same as Y	Attack: "All today's email solutions use standard email applications, but how important is it that your email solution is reliable?"
Regular monthly fees	Makes it easy for customers to budget	Pricing structure reduces cash flow risk for the customer	Our customer research has shown that less than 10% of customers care about this	Better than X, same as Y, but not important	Attack: "Although we provide regular monthly charges so you can easily manage your costs, we find that most customers value the reliability and simplicity our service offers."
High price level	None: our price levels are typically higher than the competition	None	Our customer research shows that the majority of customers are not particularly price-sensitive	Worse than X and worse than Y	Defence: "Whilst it's true Competitor X offers slightly better pricing than us, we find that most customers are more interested in a solution they can run without technical expertise. Whilst it's true that Competitor Y offers slightly better prices than us, we've had a number of customers come over to us because of reliability issues with their service."