

Ivette Mayo
President & CEO of Yo Soy I Am, LLC®
Motivational Business Speaker
Award Winning Entrepreneur & Author
Your #POWERADVOCATE



A value proposition statement is a statement that answers the ‘why’ someone should do business with you or hire you. It should convince a potential employer/client why hiring you or buying your service or product will be of more value to them than similar offerings from your competition.

Value Proposition Statement - VPS

- Your VPS determines your potential and why people buy from you or hire you.
- It is about what you offer.
- The stronger you can make your VPS, the greater chance to convert the opportunity in your favor.

The reasons why people convert typically fall into three major buckets that, in sum, form the three rules of winning value propositions:

- Potential person has to need what you are offering. You have to **RESONATE** with them.
- Potential employer/client have to see why you stand out from the other available options – You have to **DIFFERENTIATE** from them.
- Potential employer/client have to believe that you can deliver on your promises. You have to **SUBSTATIATE** it.

Definition of Value Proposition Statement

A business or marketing statement that summarizes why a **employer/client should buy** a product, **use a service or hire an individual**. This statement should persuade a potential employer/client that one particular product, service or individual will add more value or better solve a problem than other similar offerings.

Ivette Mayo
President & CEO of Yo Soy I Am, LLC ®
Motivational Business Speaker
Award Winning Entrepreneur & Author
Your #POWERADVOCATE



How do you find your best VPS?

- To keep it **SIMPLE**, think about the WIIFM (What's In It For Me?)
- **Leverage** what you know. Hopefully, there already has been some engagement with the employer/client to better understand their needs.
- **Create** an inventory of all the skills, features and benefits the employer/client could receive from your skill set, products and services.
- **Delineate** each important characteristic and the value you employer/client will gain.

VPS Optimization

- **Points of Equivalence (POEs)**
These are the skills/features you offer that are important to your employer/client that are **equal** to your competitors. Good to mention, but don't spend a lot of time on this.
- **Points of Variance (POVs)**
These are the skills/features that are important to your employer/client and not available from your competitors. **Highlight** these to your employer/client.
- **Points of Unimportance (POUs)**
All the other skills/features that you offer, but **aren't interesting** to your employer/client are irrelevant. Remember your employer/client has a growth plan stored away. These items can add valuable down the line.

I hope that you find this information helpful to build a strong VPS.

Set up a 30 minute call with for a quick review.

<http://yosoyiam.com/personal-coaching/>