

Proposal for: Value Proposition Development

2011

Anneleigh Jacobsen

About Value Propositions:

- **What is a VP?:** At the heart of any successful brand or branded business is one key thing: differentiation. A Value Proposition is a tool developed to help businesses unearth their intrinsic core differentiators and formulate a strong, cohesive, clear understanding and expression of what it is that sets them apart from their competitors and makes them worth buying into. It's all about standing out as an Authentic brand.
- **Our VP workshop:** Our Value Proposition workshop is a process where the whole team driving the business forward works towards clarity of understanding and agreement on what your business does; what it does differently to competitors that gives it an advantage in the market-place; and ultimately what is at the heart of your Authentic brand. It is usually a full day workshop (plus a full day for prep and consolidation by the facilitator) that involves some lateral processes and will definitely draw on left and right brain!

More about Value Propositions:

Testimonials:

- “Your Value Proposition workshop continues to inspire a year on. You enabled me to define my product’s uniqueness and clarified and affirmed my personal strengths. You enabled me to offer service that is focused, I believe in and am passionate about. Consequently I can relax and be myself with clients, confident that I am giving them the service they are looking for. The referral business I have had proves the point! Your superb professionalism, relaxed friendliness and real concern for me and my new business was and is inspirational. Thank you!” - Tim Attwell, Cape Mountain & Field www.capemountainandfield.co.za
- “Anneleigh worked with me on my value proposition for Jürgen's Photography. My experience of going through this process with her identified the core value for my business. Her process includes creative and structural thinking. Using both sides of the brain gave me a more holistic view on my value proposition. The value proposition guides me not only in my marketing efforts, but also in strategic decisions for my business.”
- Jurgen Banda-Hansmann, Photographer www.jurgensphotography.com
- “Anneleigh Jacobsen’s Value Proposition Model workshop was one of the best things our organisation experienced this year. The model is an excellent tool and by working through it, we gained a clearer understanding of the spirit and ethos of our organisation and how this relates to the work we do. As a result, we are now able to approach businesses more effectively, and we are able to look at our organisation from a business perspective too. Anneleigh is an excellent facilitator. Her years of experience working with small and large businesses, is evident. Through her clear guidance, and understanding the integral role of brand development for an organisation’s success, we are able to communicate the heart and essence of I Am Somebody! in a way that everyone understands. As a result we have developed a number of relationships with businesses and NPOs who are interested in partnering with us to support our work.” - *Toni Stuart and Nicole le Roux: co-directors, I Am Somebody!* www.iamsomebody.co.za

Thank-you!

Anneleigh Jacobsen

082 336 5456

www.anneleighjacobsen.co.za

www.brandconservatory.co.za