

# UNIQUE VALUE PROPOSITION



### STAND OUT AND TELL YOUR CLIENTS WHY THEY SHOULD DO BUSINESS WITH YOU

Four simple steps to help you develop a UVP for your project



Increased engagement with your target audience



Builds a stronger profile



Selects the people you want to work with

## Value of the UVP



KEY INSIGHT - it's not a slogan. It describes what you do to benefit your clients and how you do it

#### Works best with in 1-2 short sentences

1 Step 1 - Identify your target client



They:

- Don't have the expertise to solve the problem
- Are frustrated with their previous attempts
- Are looking for someone new or independent to help them

2 Step 2. Understand their concerns



Walk in their shoes for a day.

Out your own assumptions

aside.



Step 3 - Identify the concerns

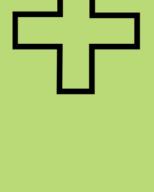




this provide to the client?

What benefit will

WHAT your project helps your clients to do



community to care for

and protect our

heritage.

environment and

HOW it does this

## Examples

The Salvation Army helps provide hope, opportunity and freedom to all Australians without discrimination BCG improves the prosperity of Australia's broadacre

farmers through applied science-based research, and extension.

We work with the New South Wales

Want help

Want help with your UVP? Contact

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