

Client Value Propositions

Test your Client Value Proposition

A quick list of questions for you to quickly see how effective your current value proposition is.

	Yes	No
Do you find it easy to provide ongoing services considered valuable and/or justify ongoing fees?		
Are you aware of what your clients value most about your advice?		
Do you think your clients understand the value that you can provide beyond product recommendations and the initial financial plan?		
Does your Client Value Proposition relate directly to the needs of your target clients (preferred client demographic) and use specific, clear language?		

If you answered **no** to any of the above questions, you may benefit from taking the time to review your existing client value proposition or develop a new one.

Three steps of developing a Client Value Proposition

To create an effective Client Value Proposition you need to have a clear understanding of what matters most to your clients (which may vary depending on how many preferred types of clients you work with) and how the benefits of your service offering create value for them.

Step 1	Know your clients and what matters most to them
Step 2	Know how your service offerings relates to their needs
Step 3	Write a short statement that explains the value they can expect to receive

Note: you will need a different Client Value Proposition for each client demographic you work with

Client Value Proposition template

Follow the prompts to answer each aspect of your Client Value Proposition and then test its strength.

What is most important to your clients when seeking your advice?
Outline how each aspect of your service offering relates to their needs:
Combine the above responses into a statement which describes the value you provide:

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You will have a strong proposition if you tick all three, anything less than that may require a review.

Can your Client Value Proposition be supported with proof?	
Test your client value proposition on referral partners, existing clients, your PDM etc. If the response to your CVP is 'so what' you know it's not strong enough and requires a review.	
Is your CVP a point of difference?	