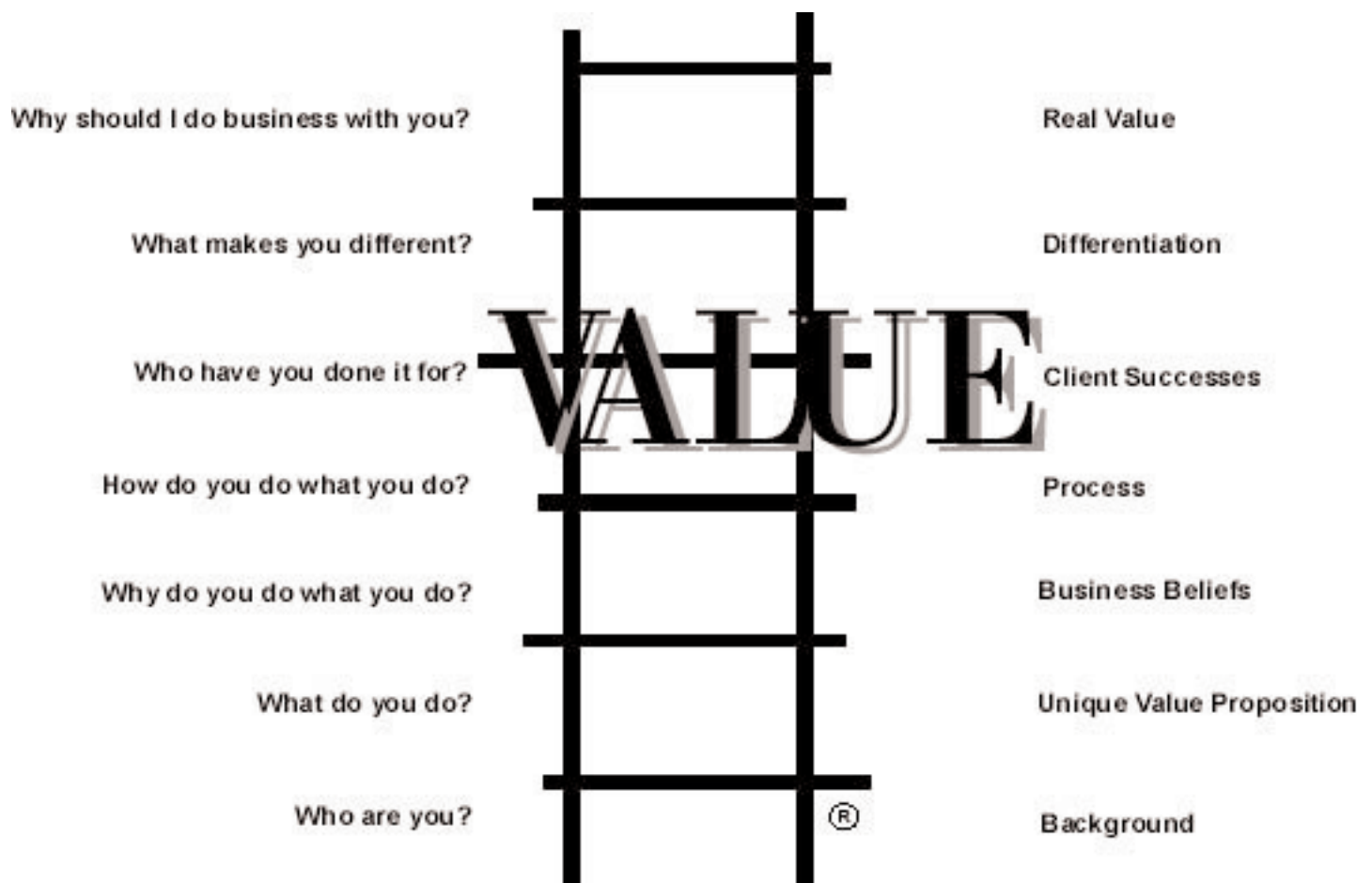


# The VALUE LADDER™

A series of 7 surprisingly simple, exceptionally elegant, yet deceptively difficult questions. Answering these honestly will help you to differentiate yourself and stand out in a crowded, competitive, commoditized marketplace.



The **FOUNDATION** of knowing your **VALUE**.

## **Who are You? (Background)**

- Name, title.
- Organizational and department background.
- Professional and personal background.

## **What do you do? (Unique Value Proposition)**

- A short statement or paragraph that clearly and concisely captures the essence of what differentiates your organization from the competition.

## **Why do you do what you do? (Business Beliefs)**

- Business beliefs set the foundation and provide organizational direction and/or focus.

## **How do you do what you do? (Process)**

- The systematic, step-by-step process by which organizations develop new business relationships and/or retain and grow existing relationships.

## **Who have you done it for? (Client Successes)**

- Individuals or market segments with whom your organization has done business and had specific success.

## **What makes you different? (Differentiation)**

- The knowledge used to set your organization and your products/services apart from the competition

## **Why should I do business with you? (Real Value)**

- The ultimate emotional and logical connection you make with clients that align your value to the value that your client is seeking.