

Is your proposition MAN enough? Means-Authority-Need

“A strong value proposition ultimately leads to increased customer lifetime value - make sure it's M.A.N. enough...”

What *is* a Value Proposition

As a business, your **value proposition is fundamentally important** - it acts as a promise of what your prospective and current customers can expect in terms of value, outlining in the simplest terms exactly why they should buy from you, not your competition.



Naturally, **the less well known your brand, the more important your proposition becomes**. With this in mind, we have used our extensive knowledge of the business world to develop some best practices that will help you steer clear of common pitfalls - these are summarised through M.A.N.

Below we'll show you what this acronym means and just how you can make your proposition MAN enough to capture those elusive clients and do your agency justice.

The M.A.N. Checklist

M

Means = it is important you communicate the value you add to your customers and clients, and the means through which you deliver this...

- is your headline a clear, succinct explanation of the primary end-benefit you offer (for instance, branding consultancy services to help clients capture additional market share)?
- does your sub-headline support the headline by offering clarity on the specifics of your offering and service?
- does your value proposition clearly outline the specifics of the benefits you offer clients?
- does your proposition avoid ambiguous jargon?



A

Authority = it is important you clearly frame your brand and offering in relation to your competitors and the wider industry to establish your brand's authority ...

- does your proposition clearly convey the value you add in relation to your competitors?
- does your proposition include relevant value boosters such as guaranteed lead generation?
- does your proposition sit alongside social media proof, testimonials and respected accreditations?



N

Need = it is absolutely imperative your proposition outlines how your company satisfies the needs of the customer...

- does your proposition clearly outline and address the target audience?
- does your proposition clearly convey how your products and services address the problems and needs of the customer?
- is your proposition tailored to, and written in language that resonates with the target audience?
- does your proposition have clear calls to action to guide customers through a buying process or address additional questions?



Attract and Convert Leads

Though many businesses and brands from various industries fall short in effectively defining their value propositions, the good news is that you, through applying the best practices outlined in this checklist, can avoid being dragged into the void of mediocrity. What's more, we are experts that can help - whilst you focus on creating value; we focus on communicating your messages to those that matter.



RSW is a new business agency; our clients all operate within the B2B space, driven by a need to consistently acquire and retain new clients. We help them, and we can help you.

As B2B marketing experts, we offer the Outbound Marketing services you need to reach those senior decision makers armed with both the budgets and authority to spark profitable, lasting relationships with your business.

you do what you do

- PR
- Content
- Social marketing
- Email design
- Website design

we do what we do

- Proposition development
- Prospect definition
- Messaging
- Outbound Lead Generation
- Email fulfilment
- Microsite/landing page building

better together

- Outbound feeding inbound
- Inbound feeding outbound
- Integrated, Intelligent, Insightful