

Differentiated Value Proposition

In worksheet #4 we are going to bring together your answers from the first three (3) worksheets into a formal definition of your value proposition. From this formal definition, you will then craft a simple and compelling “elevator pitch” statement that can be used to describe your business to any new prospective client. More importantly, you will have established a very solid foundation for completing the rest of the KloudReadiness blueprint for building a successful subscription-based MSP & cloud services business. From this point on, everything that you do must reflect and reinforce your differentiated value proposition.

Now comes the fun part, so let’s get started. You are about to fill out a five (5) element value proposition statement. For each element, you are going to use the answers you gave to the questions in worksheets #1, #2, and #3. The five elements are listed below.

- 1. My MSP and cloud business provides the following cloud and subscription-based services...**

Your comments: (please reference Worksheet #1)

- 2. These services are based on our experience and industry know-how including...**

Your comments: (please reference Worksheet #1)

- 3. We serve customers who have these requirements...**

Your comments: (please reference Worksheet #2)

- 4. For these customers, we enable the following business benefits ...**

Your comments: (please reference Worksheet #2)

- 5. These customers can be found in the following industry segments...**

Your comments: (please reference Worksheet #3)

Now that we have combined the key elements about your service offering, customer profile and target market segment, let’s talk about what makes your business unique. Here we want to establish why your customers selected you over the competition and what they would say about you if a prospective customer were to ask them for a reference on you.

6. What makes you different from your competition as a supplier of cloud & managed services?

In this question we want you to summarize the thoughts and ideas developed so far in the first three worksheets. In so doing, we will zero in on the essential difference between you and your competitors. It may be your unique combination of technical skills, combined with your years of experience, or your knowledge of vertical markets and how those customers use technology to solve their problems. It might even be the intangibles of how you do business – such as your commitment to customer satisfaction and your role in the local community.

Consider everything, but be sure that you can back up your claims with real performance and tangible evidence. Here is another way to ask the same questions: What would your best customers tell others about you if asked?

Your comments: (please reference Worksheet #3)

7. Now create your “elevator pitch”.

If you had the opportunity to ride an elevator with the CEO of a prospective customer in your target vertical segment, what would you say? An elevator pitch is the ability to convey your complete value proposition in the time it takes an elevator to travel from the ground floor to the time the doors open and your prospect heads for his or her office. How will you capture their attention? How will you convey the message of what you have to offer in a crisp and compelling way? Try your hand at converting your answers to questions one through six in this worksheet into three or four sentences that can be delivered in 60 seconds or less.

Here is an example of an elevator pitch....

This is not an easy exercise – so be prepared to write and re-write your elevator pitch a couple of times before you get it right. An example always helps...so here is the KloudReadiness elevator pitch. It embodies all of the elements you should incorporate into your elevator pitch.

KloudReadiness helps Telecom Agents, VARs, IT Solution Providers, MSPs and organizations looking to penetrate the cloud marketplace to build and grow a very successful subscription-based monthly recurring revenue business. We do this with tools and methodologies delivered in a comprehensive playbook combined with a monthly interactive coaching service. We provide a blueprint for accelerating customer acquisition and revenue generation by establishing a highly effective and efficient sales and marketing operation. KloudReadiness provides the only business building resource for Solution Providers and MSPs looking to create a vibrant cloud focused subscription-based hybrid business model that is based on the proven methodologies of industry veterans who bring more than 20 years of experience building hundreds of successful ITSP’ & MSPs around the world.

Now it's your turn... Please create your own elevator pitch in the space provided below:

Your elevator pitch:

Congratulations! You have completed **Worksheet #3: Differentiated Value Proposition**. This document will serve as a formal written definition of value proposition and elevator pitch. Remember, from this point on, everything that you do must reflect and reinforce your differentiated value proposition.

Please find **Worksheet #4: MSP and Cloud Service Description** and complete the questions in this worksheet.