



EXPERT EXPORT GUIDES

**DEFINE YOUR VALUE
PROPOSITION FOR
EXPORT – WHY
SHOULD CUSTOMERS
BUY FROM YOU?**

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You've probably heard of USPs (Unique Selling Points) and probably have a pretty good idea of what these are for your product or service? As you are already successful in your home country, I'd be surprised if this was not the case.

Be honest though, how unique are your Unique Selling Points? Do they really differentiate you from the competition?

We recommend to also carefully define your **'Value Proposition'**.

This looks at the equation from the opposite side i.e. from the customers perspective. In the end of the day they are going to buy, or not buy, depending on their perception of the value your product has for them.

In essence they will take each of your USPs and decide what their benefit or value is for them. It's not whether your products on/off switch is blue or green, but how important that is for them. If they are red/green colour blind like me for example, then the colour of the switch may have a high perceived value!

Your Value Proposition in this case if I was representative of your target customer would be:

'Our blue on/off switch, as compared to the green used by our competitors, means even the red/green colour blind can clearly see when the unit is active, reducing risk of accidental injury.'

This is a deliberately simplistic example, but it serves to illustrate the thought process you should follow.

Think about your target clients in the new international market. What is likely to be important for them? What are they looking to achieve, or what problem are they looking to solve, by purchasing your product or service?

Understand this and you can create desire and perceived value for your product by highlighting the key elements which deal with your customer's needs.

This is your Value Proposition.

It may be different in each country or target market, so think about it carefully before pressing ahead. Be clear what message you need to put forward to clients, how you are going to create desire and perceived value.

If you have appointed a distributor, agent or local employee then ask for their feedback. This is key. Make sure you are answering the questions and the needs of your potential new customers.

Also look at what differentiates you from your competition, both local and international and how this relates to what is important to the customer. You can see how we have incorporated this in our example Value Proposition above.

Think about and craft your Value Proposition carefully. It can make the difference between success and failure. This will help you avoid merely competing on price, after all it is likely you will not be the cheapest in the market and, in most cases, you don't want to be either!

Create a perceived value for your product or service. Increase your margins. Improve your profits.

With our clients we pay particular attention to this point and have a process we follow to define winning Value Propositions which lead to export success.

If you would like support defining your Value Proposition [please contact us here](#).



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