



WORKSHEET

BUSINESS CONCEPT

Intention

The benefits you provide or the value you create for your customers will determine what price you are able to set for your products and services.

By reviewing the importance to the customer of the benefits and value you create, you can get inspiration for ways to increase the value and get higher prices.

Process

Start by getting an overview of generic types of benefits and value that the company can get from your product or service.

Evaluate how important this value is to your customer. Consider to do a separate worksheet for each customer segment.

Continue by describing how the product or service creates this value, and how this might be further improved in the future.

Finally, try to estimate and quantify how much the customer will pay for a product or service with this value.

Next Step

- Use your new insights to create better products and to negotiate better prices with your existing and future customers.

v1.8.2



Product Value

Increase prices through giving more value to customers

POTENTIAL BENEFITS AND VALUE TO THE CUSTOMER	HOW IMPORTANT IS THIS VALUE TO THE CUSTOMER			HOW THE PRODUCT CREATES THIS VALUE	HOW TO FURTHER IMPROVE THIS VALUE IN THE FUTURE	HOW MUCH THE CUSTOMER WILL PAY FOR THIS BENEFIT
	Low	Med.	High			
Revenue increase The product or service helps the customer sell more						
Cost savings The product or service saves money for the customer						
Brand strengthening The product or service strengthens the customer's brand						
Goal achievement The product or service helps the customers achieve their goals						
Problem solving The product or service helps the customers solve problems						
Opportunity creation The product or service creates new opportunities for the customers						
Risk reduction The product or service reduces the risk for the customers						
Experience improvement The product or service creates a valuable experience for the client						

Date:

Name:

Company:

