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Value Prop

"Palomino's ideas are pure gold—
no, even more valuable."

Jay Conrad Levinson

Bestselling Author of *Guerilla Marketing* Book Series

VALUE PROP

CREATE POWERFUL
I³ VALUE PROPOSITIONS
TO ENTER AND WIN NEW MARKETS

JOSE PALOMINO

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killer VALUE PROP?
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Synopsis

CUT THROUGH THE CLUTTER AND CONNECT WITH YOUR BEST BUYER! Value Prop shows you how to build razor-sharp marketing messages that showcase the truly new, useful and exciting qualities of your product or service, and win business in the process! Technology industry veteran marketer, sales professional and consultant-coach, Jose Palomino, offers fresh insights into the critical tasks of creating powerful value propositions that stand out in the marketplace. With eye-opening examples of successes that embody the 'I3' factors of innovation, indispensability and inspiration (and some notable failures that didn't) Value Prop will change how you bring products and services to market. Value Prop offers new ways to create, diagnose and improve your value proposition to ensure you deliver your most effective message to your best audience.

Book Information

File Size: 1124 KB

Print Length: 79 pages

Publication Date: April 19, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01EJVL1GC

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #769,709 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #58

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Industrial

#254 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #2996

in Kindle Store > Kindle Short Reads > Two hours or more (65-100 pages) > Business & Money

Customer Reviews

The concepts that Palomino presents are pure genius. Creating, testing, and selling your value proposition can be insanely difficult, but this book breaks it down in to simple and quick exercises that anyone can complete. In less than an hour you will have created a powerful value proposition and be more than prepared to test and sell that proposition. Not only are Palomino's ideas brilliant, but the manner in which the book is written is also brilliant. He has an amazing ability to

communicate the message in the most efficient way possible. Palomino advises us to keep our message clear and concise. "Value Prop" is a perfect example of this.

Ever since "The Positioning Era" appeared over 25 years ago, numerous marketing professionals have been talking about positioning and differentiation...but, until now, no one has provided a clear, concise guide to identifying your firm's value proposition. I'm really impressed by this book, and can see why respected authors like Jay Conrad Levinson, David Meerman Scott, and Michael Treacy have endorsed it. Value Prop is a slim, easy-to-read book that provides a new perspective and set of tools for entering and winning new markets by identifying, refining, and testing the way you describe the benefits of buying from you to your target market. Sometimes, a slim, relatively inexpensive, book augmented by a yellow pad and some quiet time, can do more to jumpstart a firm's marketing than expensive books that don't offer a step-by-step application program.

One of the most difficult things in sales is to clearly articulate a compelling value proposition. Most "elevator pitches", "30-second commercials", and "verbal business cards" are seller-centric and don't speak to the personal, compelling reasons why a prospect needs to buy the product or service. Palomino puts together a powerful, easy to adopt methodology for every marketer and salesperson to follow. If you are a sales professional or want to be, this is a must read.

Jose has written a precise and useful business book - a rare accomplishment. His I3 approach is direct and prescriptive. He provides tools that any marketer or sales professional can use to define a bullet-proof value proposition. And if you can't define an I3 value prop, you're not ready to go to market. Used wisely, Value Prop will save marketing pros time and money and help companies avoid bringing a second rate story to market.

As said the author you will not find the creativity of your value prop, this book makes the order of knowledge on a specific topic. Unfortunately there were no working templates to structure the value prop itself. Just few relevant findings also missed the case studies.

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