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COURSE BROCHURE

Strategic Value Proposition Development and Testing Training Course

14 – 18 June 2027
Paris

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Strategic Value Proposition Development and Testing Training Course

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Strategic Value Proposition Development and Testing is a 1-week training course for strategy, marketing and product managers who must explain why a chosen customer should pick their offer, ending with a tested value proposition statement. Crowded markets, buyers who compare options online in minutes and pressure to justify every launch make a vague promise costly. Jupiter Prime Training offers this course on Strategic Value Proposition Development and Testing.

Why Strategic Value Proposition Development and Testing Matters Now

Three pressures shape how organisations frame their offers today: buyers who research alternatives before speaking to anyone, competitors who copy features within months, and boards that want evidence before funding a launch or a repositioning. An organisation with a sharp proposition wins the right segment, prices with confidence and briefs sales and product teams consistently. One with a blurred proposition spreads effort across everyone and competes on discounts. The course rests on customer evidence rather than internal opinion: interviews, need mapping, benefit ranking, proof points and small market tests.

Who Gains Most from Strategic Value Proposition Development and Testing

- Strategy leads who decide which customer segments a business unit will serve
- Marketing managers responsible for positioning, messaging and campaign briefs
- Product managers shaping features, bundles and launch priorities
- Commercial and business development heads preparing offers for new markets
- Service design and customer experience owners linking promises to delivery

Cross-functional groups from one business unit gain most, leaving with one agreed proposition instead of three.

Strategic Value Proposition Development and Testing Capabilities

Participants move from feature lists to a short, evidenced promise that a chosen segment believes and prefers over current alternatives.

- Assess customer needs, frustrations and desired outcomes from interviews — product teams choosing what to build
- Weigh candidate segments by attractiveness and fit — strategy leads deciding where to compete
- Design benefit statements ranked by customer importance — marketing teams writing messages
- Specify proof points that make each claim credible — sales teams facing sceptical buyers
- Build a competitive contrast against direct rivals and substitutes — leaders defending price

- Test propositions with landing pages, offer cards and buyer conversations — sponsors approving a launch

Key Strategic Value Proposition Development and Testing Terms

- Value proposition — a clear statement of the outcome a chosen customer gets from an offer and why it beats alternatives.
- Target segment — a group of buyers with shared needs and buying behaviour that an offer is designed to serve first.
- Customer frustration — a problem, risk or effort buyers experience today that an offer can remove or reduce.
- Proof point — evidence such as a result, demonstration or reference that makes a claimed benefit believable.
- Competitive contrast — a side-by-side view showing how an offer differs from rivals and from doing nothing.
- Proposition test — a small, fast experiment that measures whether buyers respond to a promise before full investment.

Strategic Value Proposition Development and Testing Day by Day

Day 1: Customers, Markets and Alternatives

- Buyer Research Interviews and Observation — Grounding Claims in Customer Reality
- Customer Need and Frustration Mapping — Which Problems Are Worth Solving
- Alternatives and Substitutes Inventory — What Buyers Use Today Instead
- Market Shifts Affecting Buying Criteria — Reading Changing Expectations
- Proposition Audit of Current Offers — Where Existing Messages Fall Short

Day 2: Choosing Where to Compete

- Segment Attractiveness and Fit Scoring — Selecting the Priority Buyer Group
- Buyer Persona and Decision Unit Profile — Who Decides and Who Influences
- Willingness to Pay Signals — Linking Segment Choice to Pricing Room
- Business Buyer Versus Consumer Proposition Differences — Adjusting the Promise
- Segment Choice Summary — Agreeing the Customer to Serve First

Day 3: Designing Benefits and Proof

- Benefit Ladder From Feature to Outcome — Framing What Customers Gain
- Benefit Ranking by Customer Importance — Leading With What Matters Most
- Proof Point Library of Results, Demonstrations and References — Building Credibility
- Risk Reversal Options and Service Promises — Lowering the Barrier to Buy
- Draft Proposition Statement Structures — Headline, Support and Evidence

Day 4: Contrast and Testing

- Competitive Contrast Grid Against Rivals and Doing Nothing — Clear Differentiation
- Positioning Statement and Message Hierarchy — Consistency Across Channels
- Landing Page and Offer Card Experiments — Measuring Real Buyer Response
- Buyer Conversation Scripts for Proposition Testing — Hearing Objections Early
- Test Results Scorecard and Decision Rules — Keep, Revise or Drop

Day 5: Practising the Tested Value Proposition Statement

- Applying Need Mapping to a Participant Offer — Confirming the Core Problem
- Re-Scoring Segments With Test Evidence — Validating the Chosen Customer
- Peer Challenge of Benefits and Proof Points — Removing Weak Claims
- Internal Briefing Pack for Sales and Product — Carrying the Promise Forward
- Completing the Tested Value Proposition Statement — Claims, Proof and Results

Applying Strategic Value Proposition Development and Testing After the Course

- Run five buyer interviews for one offer and update its need and frustration map before the next planning round.
- Launch one landing page or offer card test for the revised proposition and review the scorecard with product and marketing.

Strategic Value Proposition Development and Testing Questions FAQ

What is Strategic Value Proposition Development and Testing and why does it matter now?

It is the practice of defining why a chosen customer should prefer an offer and proving it with buyer evidence. It matters now because buyers compare alternatives quickly and competitors copy features, so only a sharp, tested promise holds.

Which roles gain most from Strategic Value Proposition Development and Testing training?

Strategy, marketing and product managers gain most. Commercial development heads and customer experience owners also benefit.

How does Strategic Value Proposition Development and Testing differ from a sales skills course?

It shapes the promise before anyone sells it. A sales skills course improves how individuals handle conversations and close deals; this one decides which segment to serve, which benefits to lead with and how to test them.

What do you bring back from Strategic Value Proposition Development and Testing training?

You bring back a tested value proposition statement for one of your own offers. It holds the chosen segment, ranked benefits, proof points, competitive contrast and early test results to share with your leadership.

Strategic Value Proposition Development and Testing: The Way Forward

The tested value proposition statement gives strategy, marketing and product one shared promise backed by buyer evidence. Its first use is deciding which segment and message lead the next launch or campaign. Sales and service teams use it too, and the segment choice deserves a fresh look once a full quarter of market response is available.