

# BRINGING VALUE Worksheets

## **METRICS**



#### **Instructions:**

What metrics does the client use to measure their objective results? What are these results now? What do they want them to be? What is the value of the difference? What is the value over time?

Metric	Current Value	Desired Value	Value of Difference	Value Over Time



#### VALUE PROPOSITION

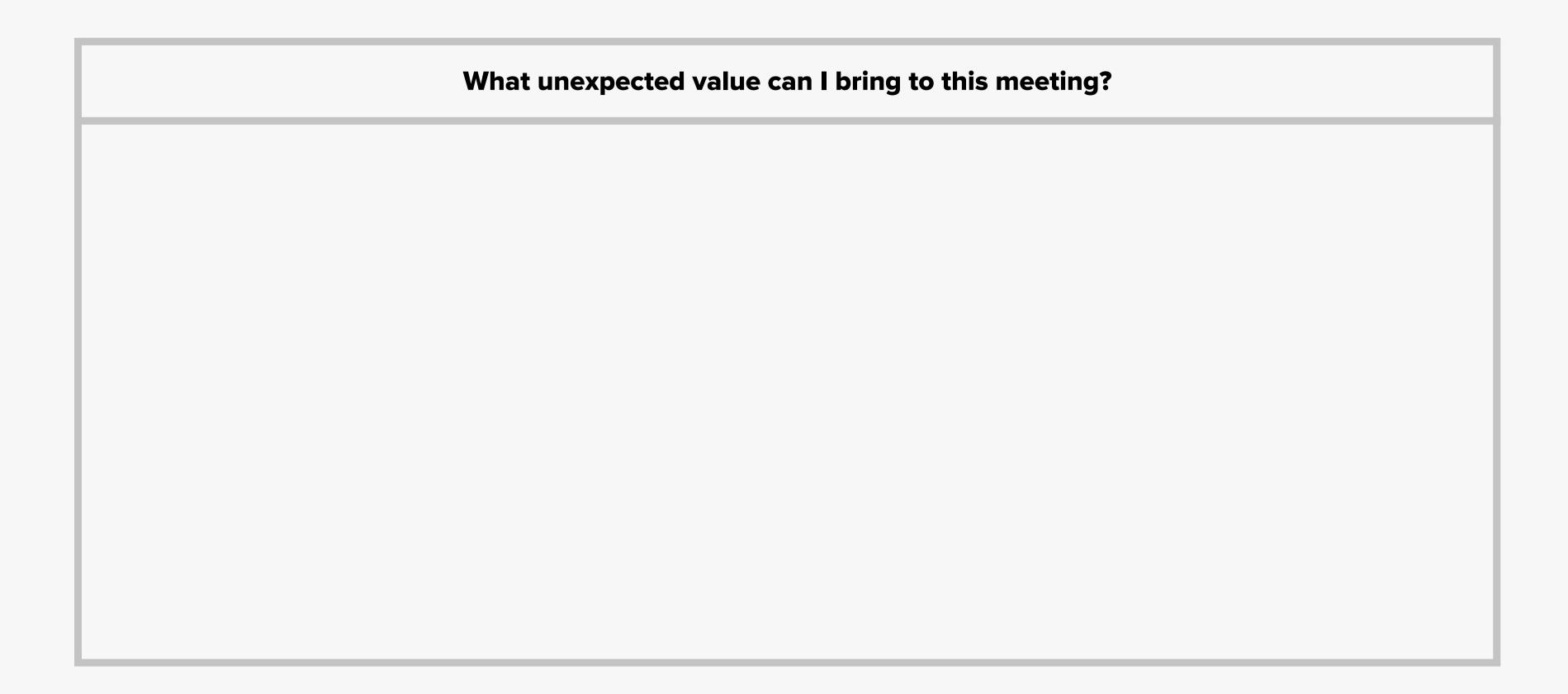


Why should this client see me now? What is my value hypothesis?	
What tangible value can I bring to this client?	
What are the metrics that measure the value I can bring?	
What is the magnitude of the value I can bring?	
What evidence do I have that I can help?	



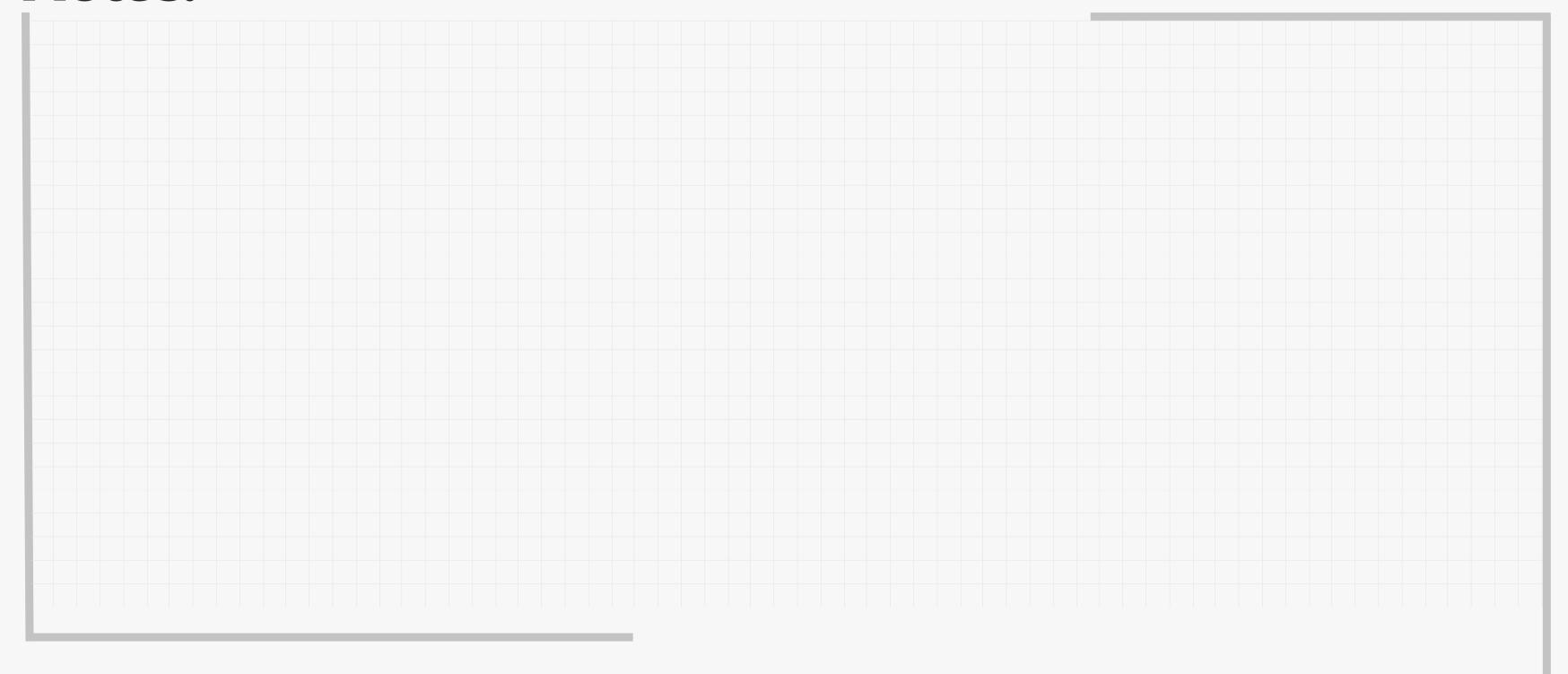
#### BRING UNEXPECTED VALUE







### **Notes:**







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