

THE ONE PAGE PROPOSITION

Value Matters

One customer. One page. Seven answers.

CUSTOMER

DATE

01 What they are trying to achieve

Their goal, in their words. Not your product categories.

02 The value you create

Named, evidenced, and hard to copy-paste.

03 The number on it

Share you hold, share available, the gap worth chasing.

04 The proposition

The offer they would pay more for. Short enough to survive a corridor.

05 Things to start

The specific moves that build the proposition, with owners.

06 Things to stop

The work that fills the weekly call and moves nothing.

07 The pitch, in one sentence

If your team cannot say it, your customer will never hear it.