

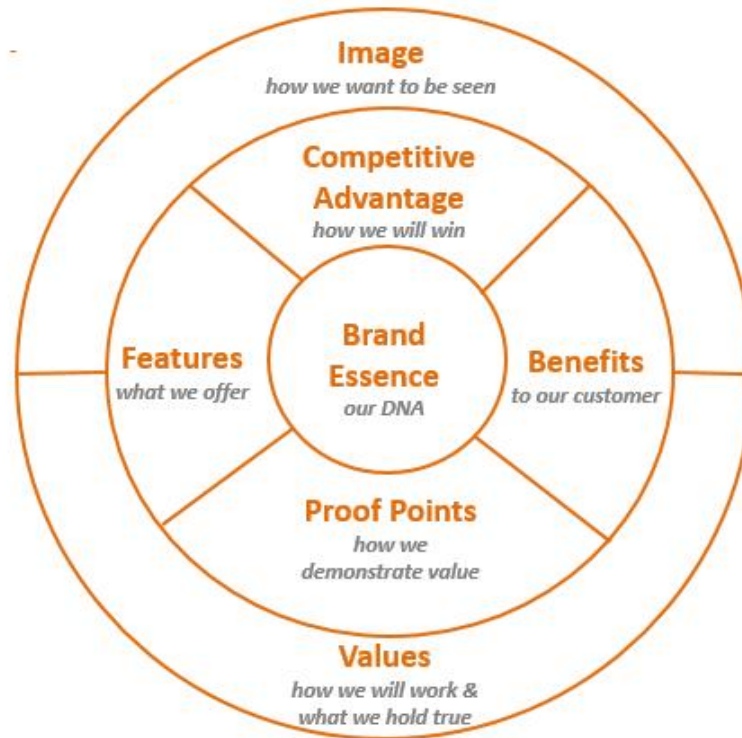
# ***Finding Value in Your Value Proposition***



## ***Webinar Workbook***

***July 2014***

*Strategy & Planning | Coaching & Mentoring | Workshop Facilitation | Board Advisory | Marketing Growth*



**VALUE PROPOSITION WHEEL:**

**Are there elements missing or lacking clarity?**

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**Do they all work together to create a compelling value proposition?**

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**How would you summarise in one sentence??**

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## PRODUCT SURROUND

What are your customer's real problems and needs?

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How could you refine your offer to meet these needs and solve the problems?

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How could you deliver across the customer touch points?

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## About the Webinar Presenter:

**James Atkins**  
**Director**  
**Vantage Strategy & Marketing**



James Atkins is a director of Vantage, a boutique consultancy. He works with a wide range of organisations helping them clarify their strategy and implement change so that they can grow.

Founded in 2008, Vantage has helped clients from more than 20 industries grow and prosper, including retail, manufacturing, health, energy, commerce, finance, start ups and services – private, government and listed organisations

Working with management teams and boards James facilitates planning and strategy workshops, assists businesses identify marketing growth initiatives, and mentors and coaches leaders.

James approaches planning in a straight forward, collaborative manner. The first stage includes clarifying growth targets, existing business strategy, key customer segments, competitive advantage and value proposition.

He works alongside his clients, reviewing the business and developing strategies to make sure they are able to deliver clear goals and achievable steps. The aim is to provide a framework, guide clients through the process, challenge the assumptions and thinking, and help develop appropriate sales and marketing strategies and tactics to grow.

Following the completion of a clear business strategy, and marketing and growth plan, James often continues to work with his clients on a monthly basis assisting with accountability, delivery and refinement of the plan during execution.

James is an Accredited Mindshop Facilitator, a Business Victoria workshop presenter and a graduate of the Australian Institute of Company Directors.

James works with boards both as an advisor and director. He is Chairman of the Hocking Stuart Group, Deputy Chairman of SIDS&Kids NSW/Victoria and Vice President of Greening Australia.

### **VANTAGE**

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The logo for Vantage, featuring the word "VANTAGE" in a bold, sans-serif font. The letters are primarily orange, with the "V" and "A" having a white-to-orange gradient effect.