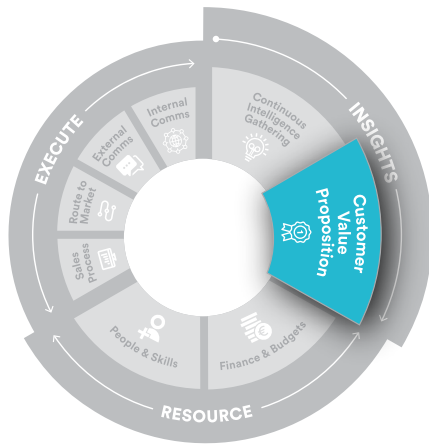


MASTERCLASS IN CUSTOMER VALUE PROPOSITION

ARTICULATE YOUR PRODUCT
OR SERVICE, IN A WAY
THAT YOUR CLIENTS VALUE



MASTERCLASS IN CUSTOMER VALUE PROPOSITION



A customer value proposition is the core of any company's competitive advantage. It articulates why someone would want to buy from your company instead of a competitor and remains one of the most important conversion factors in the sales process.

The customer value proposition is a market promise - the promise of value that your customer can expect from your business. It is beyond a product

or service description — it is the specific solution that your business provides to a customer which a competitor cannot offer.

The Masterclass is offered in 3 short steps:

This masterclass has three steps to practically help your organisation create or refine a customer value proposition.

- 1 A pre-Masterclass diagnostic to make sure all the masterclass is aligned with your needs.
- 2 An intensive, interactive, 4-hour working session covering key topics. In this virtual session, you will be participating fully, and asked to bring your experience to bear to support peer to peer learning.

- 3 A final one to one session with one of our experts who will be matched to your specific needs and who will support you in reflecting on your experiences and what you believe you should do next in ensuring that your entire company benefits from this learning experience.

This masterclass equips participants with the skills and tools to create a strong value proposition to make an impact in international markets and grow through exports. The learning experiences of the Masterclass is managed in small groups so that peer to peer learning takes place.

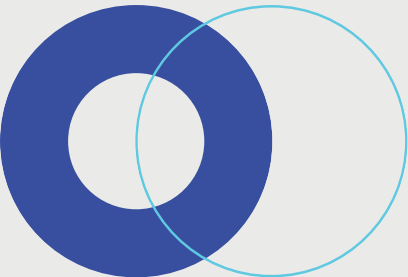
An emphasis is placed on ensuring that the experience and learning is transferred back to your entire company when the process is complete.



Who should attend

The Masterclass is aimed at Enterprise Ireland clients who are focused on growth in international markets, with a maximum of three people from each company joining.

Typical attendees are the company CEO and other senior team members. More usually, these individuals will be engaged in the marketplace and working alongside customers or prospects or channels to market



Outcomes

After completing this virtual masterclass, participant companies will be given a set of practical toolsets (the Value Proposition Builder Framework) that will enable them to:



Identify their customer's main problem (linkage to Market Research).



Identify all the benefits their product offers.



Describe what makes these benefits valuable.



Connect this value to your buyer's problem.

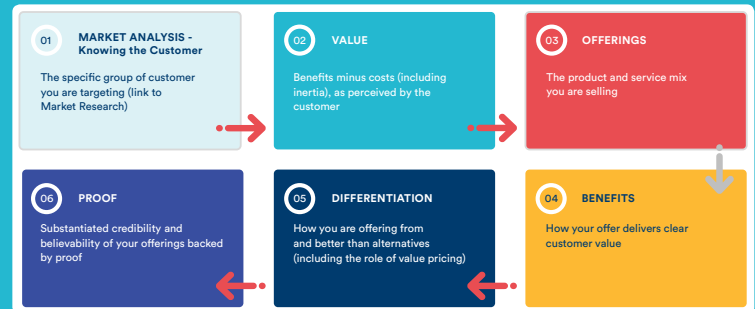


Differentiate yourself as the preferred provider of this value.



Develop an increasing consciousness of how pricing is aligned to value in the value proposition.

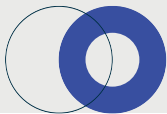
The Masterclass is delivered online and participants will receive a workbook containing toolsets and instructions for use on a continuing basis in their business.



Optional 1 to 1 and further Enterprise Ireland support

The Masterclass in Customer Value Proposition is part of Enterprise Ireland's wider supports for Sales and Marketing. Depending on your need, you may have the opportunity for a 1 to 1 engagement to embed the masterclass learnings in your company.

In addition, other Enterprise Ireland supports such as the Sales & Marketing Masterclasses, in-depth Digital Marketing Capability Support, the Strategic Marketing Review (SMR), the Business Growth Advisor (BGA) or our longer term International Selling Programme (delivered in conjunction with TUDublin) may be suitable follow on steps to the Masterclass.



Delivery partners -

OCO GLOBAL

OCO has been working at the heart of Trade and Investment flows for the past 20 years. They have supported companies and the leading Trade agencies in the world in bringing about successful trading arrangements throughout the world. OCO Global support all clients in building and executing successful plans to grow business in new markets – be they geographies or sectors. They have a presence in the key commercial centres in Europe, Asia, America and the Middle East and we employ a multi-national and multi-lingual team dedicated to delivering success.

The OCO Team delivering this Masterclass programme consists of a senior team of consultants having

20+ years' experience in exports and sales and have worked with over 500 companies from Asia, USA and Ireland.

Dr Colm Reilly has over 25 years' experience in Trade and Investment development. He has developed Customer Value Propositions and Pricing mechanisms for large companies such as Electrolux, Evian, Atlas Copco and for SMEs such as Promixie, Biotherapeutics and Ironnet.

Judith O'Doherty is the founder of Place Consultancy, Eutopia and works as an Associate Director for OCO Global. She is a Marketing professional with more than 25 years' experience and has worked extensively with SME clients to support scaling through marketing strategy and value proposition development.

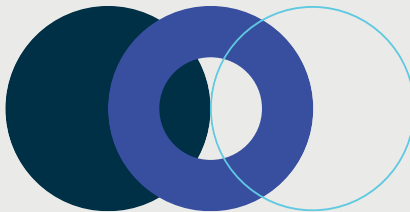
Costs

By participating in the pilot, Enterprise Ireland clients can avail of the online masterclass at no charge. Later workshops will have a standard pricing (€300 per client).

As we are limiting class size to encourage interaction, they will be oversubscribed. We do need to reserve the right to charge for late cancellations as Enterprise Ireland's aim is to embed these learnings into as many exporting companies as possible.

Dates, duration and how to apply

- Duration 9.15 – 12.45
- Dates Tuesday, December 14th
(with further dates to be announced for 2022)
- To signup for the programme click [here](#)



For more information

For more information, please contact:



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