



COMMUNICATING VALUE WORKSHOP

We all have a handful of customers we love working with. To them, we are their best-kept secret. These customers make us feel appreciated, and well-paid.

When we're clear about the value we add to our customers' businesses, we attract more of these kind of working relationships.

Red Rock's 2-hour Communicating Value Workshop will show you how to easily explain what you do, who you do it for, and why your products and services are useful.

You'll learn how to:

- compete on value, not price
- connect with customers at a gut level
- stop convincing and start solving

\$999


Live or Virtual

VALUE PROPOSITION CANVAS




CUSTOMER SEGMENT:

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PAINS:	CUSTOMER JOBS:	GAINS:
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PAINS RELIEVERS:	WHAT WE'RE OFFERING TO THIS SEGMENT:	GAIN CREATORS:
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VALUE PROPOSITION:

MINIMAL VIABLE PRODUCT:
