



# 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.

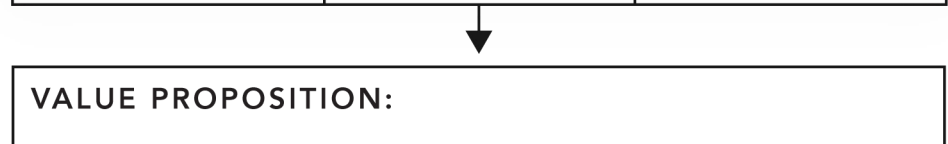
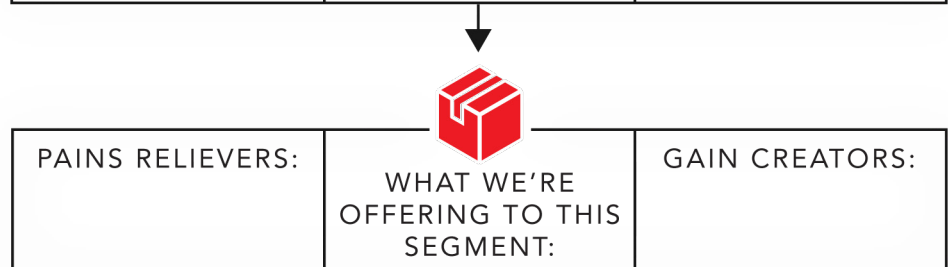
Red Rock's 2-hour Communicating Value Workshop will show you how to easily explain what you do, who you do it for, and why your products and services are useful.

You will **learn how to:**

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

## VALUE PROPOSITION CANVAS:

CUSTOMER SEGMENT:



**\$999**

Live or virtual

