

# Composing a Best-Selling Value Proposition

CMO Dashboard

## — KNOWING YOUR CUSTOMER —

**5. What problem does your product solve?**

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**6. Why would a potential customer choose not to buy your product?**

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## —— KNOWING YOUR CUSTOMER ——

### **7. Which of the following best describes the result of using your product?**

- a. My customer's become more efficient in their day/work/life
- b. My customer's increase their sales or profitability
- c. My customer have more fun and relaxation
- d. My customer's gain better insights into their industry
- e. Other (explain)