

# Composing a Best-Selling Value Proposition

CMO Dashboard

## KNOWING YOUR PRODUCT

### 1. What does your product do?

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### 2. How do you provide access to this product?

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# Composing a Best-Selling Value Proposition

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## KNOWING YOUR PRODUCT

**3. Why is your product better than other, or similar products in the market?**

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**4. Why did you decide to make this product?**

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