

Business Value Proposition Framework — Reference Sheet

Define the one thing you do better than anyone else — and say it in a way your client immediately understands

Why Your VP Is the Foundation:

Your value proposition is not a tagline — it is the strategic argument for why a specific client should choose you over every alternative, including doing nothing. A strong VP drives your capability statement, tender language, LinkedIn summary and every first conversation. Without it, every other framework in this program is built on guesswork. This reference sheet teaches the 5-part framework and uses CDD as the fully worked example.

The 5-Part Value Proposition Framework

Left: what each component captures and the key questions to ask. Right: CDD's own VP as a fully worked example.

1 THE PROBLEM

The specific, costly problem they cannot solve alone.

Ask: What is failing? Why can't they fix it alone? What does it cost them?

CDD WORKED EXAMPLE

- Capability exists but cannot be proven on paper
- Procurement teams require documentation, not reputation
- WHS, QMS and compliance systems are missing or undocumented
- Contract disqualification happens before the conversation starts
- Revenue growth hits a ceiling without Tier 1 prequalification

2 YOUR SOLUTION

What you actually DO to solve it — not your category.

Ask: What is your mechanism? What does the client receive? What changes?

CDD WORKED EXAMPLE

- WHS Management System built, formatted and audit-ready
- Quality Management System and ISO 9001 pathway documented
- Capability Statement with verified evidence — not a website summary
- Financial evidence package and insurance compliance register
- Tier 1 prequalification documentation suite — custom to your operation

3 YOUR DIFFERENTIATORS

Why your solution beats all available alternatives.

Ask: Why not DIY? Why not a generic firm? Why not do nothing?

CDD WORKED EXAMPLE

- Evidence-based: auditable deliverables, not reports or advice
- Custom to your operation — not a sector template or generic guide
- Scalable ecosystem: from diagnostic to Platinum membership
- AI-accelerated delivery with expert human oversight at every step

4 PROOF & RESULTS

The measurable before-and-after transformation.

Ask: What is different 12 months later? What does success look like?

CDD WORKED EXAMPLE

- From reactive, founder-dependent operator to Tier 1 prequalified
- International standardisation — ISO certifications achieved
- Live, auditable compliance frameworks and documented systems
- Business no longer dependent on the founder to function
- Direct access to tenders worth \$2M–\$20M+ from govt and prime contractors

5 YOUR HEADLINE

One punchy sentence that captures your entire VP.

Ask: Formula: [Who] + [Result] + [Differentiator]. Cut every filler word.

CDD WORKED EXAMPLE

- Evolve from Regional Operator to Unbreakable Tier 1 Supplier.
- Prove Your Capacity. Secure Your Legacy. Dominate the Supply Chain.
- Turn Operational Chaos into Global Supply Chain Readiness.

THE ONE-LINE VALUE PROPOSITION FORMULA

For [TARGET CLIENT] who [HAS THIS PROBLEM], [YOUR BUSINESS] [DELIVERS THIS SOLUTION] by [YOUR DIFFERENTIATOR], so they can [ACHIEVE THIS RESULT].

CDD: "For NQ contractors locked out of Tier 1 supply chains by documentation gaps, CDD builds the auditable WHS, QMS and compliance systems procurement requires, so they can win direct contracts with government and prime contractors."

A Strong Value Proposition Passes These 6 Tests

- | | | |
|--|--|--|
| ☐ Your ideal client reads it and says: "That's exactly my situation." | ☐ A competitor cannot truthfully claim the same headline. | ☐ It describes what you DO — not what you ARE. |
| ☐ A stranger can explain it back after one reading. | ☐ Every word earns its place — zero filler, zero jargon. | ☐ It makes your ideal client lean forward, not shrug. |

Value Proposition Worksheet — Build Your Own

Complete each section for your primary service. Be specific — vague VPs don't win tenders.

Your Business / Service: _____

Industry / Sector: _____

Date: _____

1 THE PROBLEM

What specific problem does your ideal client face today?

2 YOUR SOLUTION

What do you actually DO to solve it? Describe your mechanism.

3 YOUR DIFFERENTIATORS

Why you? List 3–4 specific, honest, defensible reasons.

4 PROOF & RESULTS

Before vs. after — what changes? What can your client do now?

5 YOUR HEADLINE

One sentence: [Who] + [Result] + [Differentiator].

6 YOUR CALL TO ACTION

What is the one next step for an interested client to take?

YOUR ONE-LINE VALUE PROPOSITION

For _____ who _____, [your business] _____
by _____, so they can _____.

Write your completed one-liner here: _____

5 Proven Headline Formulas — Fill In the Blanks

Transform	Prove	From / To	Stop / Start	The Proven
Transform [WHO] from [CURRENT STATE] to [DESIRED OUTCOME].	Prove Your [CAPABILITY]. Win More [CONTRACT TYPE]. Build Your [LEGACY].	From [PROBLEM STATE] to [RESULT] — without [THE FEAR OR PAIN].	Stop [CURRENT PAIN]. Start [DESIRED STATE]: [HOW YOU DO IT].	The Proven [FRAMEWORK / SYSTEM] for [WHO] to [ACHIEVE RESULT].

4 Value Proposition Mistakes to Avoid

! Describing Yourself

"We are a Townsville-based consulting firm." That's a bio, not a VP. Start with the client's problem.

! Too Generic

"Quality service and great results." This describes every competitor. Name something specific only you can claim.

! Too Jargon-Heavy

If your ideal client has to Google a word in your VP, rewrite it. Plain language wins every time.

! Forgetting the Proof

A VP without results is a promise, not an argument. Add a tangible before/after to every draft.

Your VP feeds your capability statement, tender language and LinkedIn summary.

Once your VP is complete, bring it to your next CDD session — it drives every other deliverable.

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