

Rainmaker Value Proposition Worksheet

(Includes Capabilities and Value Proposition Type Matrices)

1. You will use the Rainmaker Value Proposition Worksheet to develop offers for the target markets you have identified previously using the Target Market Selection Worksheet.
2. Review the systems and processes you developed through your Strategic Resource Assessment and Capability Development Summary worksheets in the last session.
3. Now, analyze each target market need you have included in your solution to your prospect's needs and want from the "Rainmaker Needs Assessment" worksheet. Analyze them according to your known capabilities as well as your competitors known or perceived capabilities. Needs can be classified by type according to the cell it falls into in the following Rainmaker Capabilities Analysis Matrix. On the Rainmaker Value Proposition Worksheet, place a check in the appropriate column for each need.
4. Next, make an estimate of the difficulty of implementation of these capabilities by placing a checkmark in the box for "Hard," "Medium" or "Easy," for both you and your competitor.
5. Then, from the "Value Proposition Type" matrix, determine how you want to present your solution to your target market. The matrix allows you to select the degree of involvement you practice in your client relationships, and the level of standardization, or homogeneity, you provide in your services. Refer to the Value Matrix and the accompanying Six Generic Value Propositions for guidance. Reflect on your current involvement and homogeneity as well.
6. The key to solving a clients problem or filling their needs is not a single capability, but a process composed of multiple capabilities. A process that is difficult to copy or substitute can thus become a competitive advantage. On a separate piece of paper, rank your ability to solve a need according to it's level of difficulty, with 1 being least difficult, and 5 being most difficult. Use the information you accumulate on the Value Proposition Worksheet as a guide.
7. Use this ranking analysis to develop one or more Value Propositions for your target market.

Rainmaker Capabilities Analysis Matrix

		Competitor Capabilities	
		Can Provide	Cannot Provide
Practice Capabilities	Can Provide	1 Bundle Capabilities (Diversify Offers)	2 Existing Capabilities (Market Penetration)
	Cannot Provide	3 Diversify Capabilities (Develop Substitutes)	4 Develop Capabilities (Market Development)

Rainmaker Value Proposition Type Matrix

		Level Of Homogeneity Of Capability Required	
		Low	High
Degree Of Your Practice Involvement In Client Relationships	High	1 Custom Solutions	2 Customized From Core Services
	Low	3 Resource Provisioning	4 Standardized Offerings

The Value Matrix

		Value Dimensions	
		Hard	Soft
Your Value Proposition	Product/Service Leadership	<i>Innovation</i>	<i>Branding & Positioning</i>
	Operational Excellence	<i>Price Savings</i>	<i>Systems and Procedures</i>
	Customer Intimacy	<i>Service Integrator</i>	<i>Relationship</i>

Six Generic Value Propositions For Your Value Matrix

Your Value Proposition	What Your Clients Want	What You Need To do	
		Strategic Objectives	Operational Tactics
Innovation	New innovative solutions and services that are not offered elsewhere.	To become a product or service leader in your market. Utilize positioning to implement a generic differentiation strategy (Rainmaker Brander)	Provide a continuous stream of innovative services with new and unique or breakthrough features. Often technology oriented.
Branding/Positioning	Status and a Lifestyle statement. Feeling of superiority among peers.	To become the market leader through branding and positioning of your practice as an expert in your market. (Rainmaker Archer)	Develop superior control over services and processes. Develop image and brand as a niche expert.
Price Savings	Ordinary, reliable services at low prices.	To become the low cost leader in your market. (Rainmaker Clumper)	Development of highly effective systems and procedures with process standardization. Automation and technological superiority.
Systems/Procedures	Convenience and easy availability of your services. “Hassle Free” experience.	To become recognized for the ease with which results are obtained, including the absence of errors. (Rainmaker Brander or Clumper)	Develop standardized service processes, with ease of access and availability to you and your staff. Development of advanced resources (research, IT, etc.).
Product & Service Integration	Tailored products and services. Total solutions.	Recognition as the service solution and leader for a specific niche or market. (Rainmaker Archer)	Tailor specific systems and services for a tightly focused niche.
Relationship	Flexible services and inter-personal relationships built on trust.	To be recognized and trusted by clients through and understanding of their personal needs. (Rainmaker Developer)	Development of long term relationships and networks supported by careful delivery, reliability. Excellent personal service.

Rainmaker Value Proposition Worksheet

- Step 1: In the first column, list the capabilities you have identified as being required to fill a known or perceived need of your target market.
- Step 2: Under the Capabilities Type section, mark the cell according to the Capability Type identified using the Rainmaker Capabilities Analysis Matrix. This will help you identify places where you might be able to outmaneuver your competition and achieve a competitive advantage.
- Step 3: In the next two sections, mark cells to rate how difficult it will be for you and/or your competition to implement the capability identified as required to fill this perceived need.
- Step 4: Under the Proposition Type section, identify the type of solution this particular solution is usually included in. Use the type identified in the Rainmaker Value Proposition Type Matrix.
- Step 5: On a separate piece of paper, make notes about how you might combine your capabilities, and how you might implement them in a solution to your target market needs. In each case, look at how you might meet or maneuver around your competition, and use that information to build a Value Proposition that meets the suggestions of the Value Proposition Type Matrix. Write out your ideas.

Perceived Need:															
Capability Required	Capabilities Type				Implementation difficulty						Proposition Type				Notes
					You			Your Competitor							
	1	2	3	4	Hard	Med	Easy	Hard	Med	Easy	1	2	3	4	
	1	2	3	4	Hard	Med	Easy	Hard	Med	Easy	1	2	3	4	
	1	2	3	4	Hard	Med	Easy	Hard	Med	Easy	1	2	3	4	
	1	2	3	4	Hard	Med	Easy	Hard	Med	Easy	1	2	3	4	
	1	2	3	4	Hard	Med	Easy	Hard	Med	Easy	1	2	3	4	
	1	2	3	4	Hard	Med	Easy	Hard	Med	Easy	1	2	3	4	
	1	2	3	4	Hard	Med	Easy	Hard	Med	Easy	1	2	3	4	