

The Value Matrix

Your Value Proposition	Value Dimensions		
	Hard	Soft	
	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.