

The Impact of Value Proposition

Sylvia Gonner, CAE

Global Expert & Cross-Cultural Guru



How strong is your value proposition right now?

6 INGREDIENTS	HOW ARE YOU INCLUDING THIS IN YOUR VALUE PROP?
1. Demonstrate tangible added value	
2. Clarify unique position	
3. Establish a partnership	
4. Focus on member needs	
5. Be exclusively inclusive	
6. Deliver on a promise	

Value Proposition Formula:

[Association name] helps [who/audience/profession] to [achieve results/solve problems] with [services/products].



Invest in your team and your bottom line. Join PAR today at MyPAR.org.