Customer Value Check Worksheet

Use this page to see the offer through the customer's eyes.

1. Describe the offer

Offer or service:

Customer group:

Main need or problem:

2. List what the customer gains

Think about useful results, quality, convenience, support, confidence and feelings.

Practical benefit:

Emotional benefit:

Service or experience benefit:

Most important result:

3. List what the customer gives

Customer cost is wider than price. Include time, effort, risk and inconvenience.

Money	Time	Effort	Risk or worry

4. Check personal relevance

- [ ] The offer solves a real customer need.
- [ ] The most important benefit is easy to understand.
- [ ] The offer fits the customer's situation and priorities.
- [ ] The total cost feels reasonable for the result.

Customer Value Check Worksheet

Compare the offer, improve it and choose one small test.

5. Compare the other choices

Customers compare your offer with competitors, doing nothing or solving the problem another way.

Choice	Main benefit	Main cost	Why choose it?

6. Rate the current customer value

Circle one number for each statement. 1 = weak, 5 = strong.

The customer gains a useful result.	1	2	3	4	5
The total cost feels fair.	1	2	3	4	5
The offer fits a real personal need.	1	2	3	4	5
The offer compares well with other choices.	1	2	3	4	5

7. Improve one part

One benefit we can strengthen:

One cost, delay or difficulty we can reduce:

8. Plan a small customer test

What will we ask or show the customer?

What response will tell us the value is clear?