

Lesson Plan - SQBC
Module 7: Value Propositions

<p>Class Description</p>	<p>This is the seventh module in the CE-Oh! Be Your Own Boss series. Now that learners have identified ways they can evaluate their competition and differentiate their business from others in the market, they are ready to begin creating their value proposition.</p>	
<p>Objectives</p>	<ul style="list-style-type: none"> ● Differentiate between benefits and features ● Identify and describe what value proposition means and identify the value of a product by constructing the value formula and choosing the correct criteria for each area of the formula ● Identify five ways you can promote values that you can consider including in your business plan. 	
<p>National Entrepreneurship Standards Standards</p>	<p>D.04 Reinforce service orientation through communication D.28 Show empathy for others K.18 Determine underlying customer needs/frustrations L.10 Build brand/image L.43 Determine customer/client needs L. 44 Determine customer’s buying motives for use in selling</p>	
<p>National Entrepreneurship Standards: Career Competencies Standards</p>	<p>D.02 Apply effective listening skills</p>	
<p>Common Career Technical Core Standards Overview Standards</p>	<p>CRP.5 Communicate clearly, effectively and with reason MK-COM.4 Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities MK-COM.5 Communicate information about products, services, images and/or ideas to achieve a desired outcome MK-SAL.2 Apply sales techniques to meet client needs and wants</p>	
<p>Vocabulary</p>	<p>Accessibility Benefits Brand Brand mark</p>	<p>Features Groupthink Mindshare Product positioning Problem statement</p>

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	Convenience Customization	Value Value proposition
Prior to Class	Learners will have participated in all previous modules of this course. Learners will have identified a viable business opportunity to create their problem and value statements.	
Links and Materials	Forum: Value Proposition Forum	
Delivery Method	e-Learning	
Length of training:	60 min	

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Lesson 1: Benefits and Features

Learners will be able to Will Be Able To (LWBAT): Differentiate between a benefit and a feature.

Activity: Learners will be provided with value proposition statements with highlighted benefits, features, and value propositions.

Activity: Learners will be provided with several real-world examples of value propositions from popular companies and reflect on the value these companies provide to them personally in real life.

Activity: Learners will answer 3 out of 3 knowledge check questions correctly identifying benefits (Knowledge check question 1), features (Knowledge check question 2), and value proposition (Knowledge check question 3).

Lesson 2: Problem Statements

LWBAT: Develop a problem statement around the product or service they would like to offer.

Activity: Learner will work cooperatively with a partner to develop a problem statement (slide 15), then use that content to develop a value proposition (if in a facilitated course; otherwise this will be done independently).

Lesson 3: Value Propositions

LWBAT: Identify examples of value propositions, recognizing the benefits and features they entail.

Activity: Learners will use research to identify a value proposition for a company of their choice, synthesizing that information and sharing it on the Value Proposition Forum (slide 16).

Activity: Learner will answer 3 out of 3 knowledge check questions correctly identifying Value proposition criteria (Knowledge check question 4, 5 and 6).

Knowledge Check and Reflection

LWBAT: Answer 5 out of 5 review questions correctly

Activity: Knowledge Check – 5 questions

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Activity: Learners will create a value proposition in a Google Doc. Learners will provide a link to the instructor(s) in the Value Proposition Forum so the course facilitators can review and comment or ask guiding questions pertinent to the learner's writing.

Activity: Compare and contrast the learner's definition at the beginning of the module with the answer they provide at the end of the module.

Assignment: Value Propositions Jigsaw