

5. How to Explain Why Customers Should Choose You

Create a proposition customers understand

Your business proposition should explain, in simple language, what you do, who you help and why your offer is valuable.

Customers should not have to work out the benefit for themselves.

Start with the pain point

Ask:

- What is frustrating or costly for my customer?
- What are they currently doing to solve it?
- What could I make easier, quicker, safer or more affordable?
- What result will the customer achieve?

The clearer the problem, the stronger your proposition is likely to be.

Use a simple formula

Try this structure:

We help **[target customer]** solve **[specific problem]** by providing **[your product or service]**, so they can achieve **[clear benefit]**.

For example:

We help local tradespeople manage their bookings through simple digital tools, so they can reduce missed appointments and spend more time serving customers.

Show the difference

Your difference could be based on:

- Price.
- Quality.
- Speed.
- Convenience.
- Specialist knowledge.
- Personal service.
- Local presence.
- Social or environmental impact.
- Flexible or tailored support.

Your difference must matter to the customer—not just be something you are proud of internally.

Test your message

Use your proposition in conversations, emails, social media and on your website. If people ask, “What exactly do you do?”, your message may need to be clearer.

Quick checklist

- I can explain my business in one sentence.
- My message focuses on customer benefits.
- I understand the problem I solve.
- I know what makes me different.
- My proposition is easy to understand.
- I have tested it with potential customers.

How CWRT can help

CWRT can help you clarify your business proposition and consider how it supports your sales, marketing and funding plans.

Visit the CWRT website to find out more about our finance and our support services, check out how we may be able to help and submit an enquiry.

Find out more and get support today: www.cwrt.uk.com or call 024 7655 1777