**Value Proposition to Customer-Problem Worksheet**

Complete the columns below name your client the vertical, list the key problems or challenges that your customer or prospects is experiencing. Then, in the fourth column, describe the value that your deliverable will provide them related to each respective problem. Finally, describe any products used for the project in the final column. Provide this worksheet to your marketing team to maximize lead generation efforts.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Customer’s Name** | **Vertical** | **Challenge** | **Solution** | **Products Used** | |
|  |  |  |  | |  |
|  |  |  |  | |  |
|  |  |  |  | |  |
|  |  |  |  | |  |
|  |  |  |  | |  |