

“VALUE PROP IS ENGAGING, ENTERTAINING AND DIRECT—  
PROVIDING SOLID, NO-NONSENSE WISDOM ON HOW THE RIGHT  
VALUE PROPOSITION DRIVES MARKET ENTRY AND GROWTH.”

## YOUR BUSINESS-TO-BUSINESS MARKETING CHALLENGES:

- Create a winning messaging strategy—from branding to sales pitch
- Stand out in a crowded marketplace and drive sales
- Enter and win new markets...

## CUT THROUGH THE CLUTTER AND CONNECT WITH YOUR BEST BUYER

*Value Prop* shows you how to build razor-sharp marketing messages that showcase the truly new, useful and exciting qualities of your product or service, and win business in the process!

Technology industry veteran marketer, sales professional and consultant-coach, **Jose Palomino**, offers fresh insights into the critical tasks of creating powerful value propositions that stand out in the marketplace. With eye-opening examples of successes that embody the “I3” factors of **innovation**, **indispensability** and **inspiration**—and some notable failures that didn’t—*Value Prop* will change how you bring products and services to market.

*Value Prop* offers **new ways to create, diagnose and improve** your value proposition to ensure you deliver your most effective message to your best audience.

**Jose Palomino** is President of ValueProp Interactive, Inc., and works with companies to bring their ideas to market faster and more effectively. His leadership experience in the technology and service sectors includes entrepreneurial ventures as well as working with market leaders such as IBM, Accenture, Unisys and SAP. You can learn more about his work at [www.valueprop.com](http://www.valueprop.com).



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