Practice Development

betashares

Your client value proposition

Defining the unique value of your practice

Creating a unique value proposition for your practice

A client value proposition (CVP) is a short statement that summarises why your clients and new prospects should choose you as their adviser. This document will outline some of the key benefits in having a CVP for your practice and provide you with some help in writing your own.

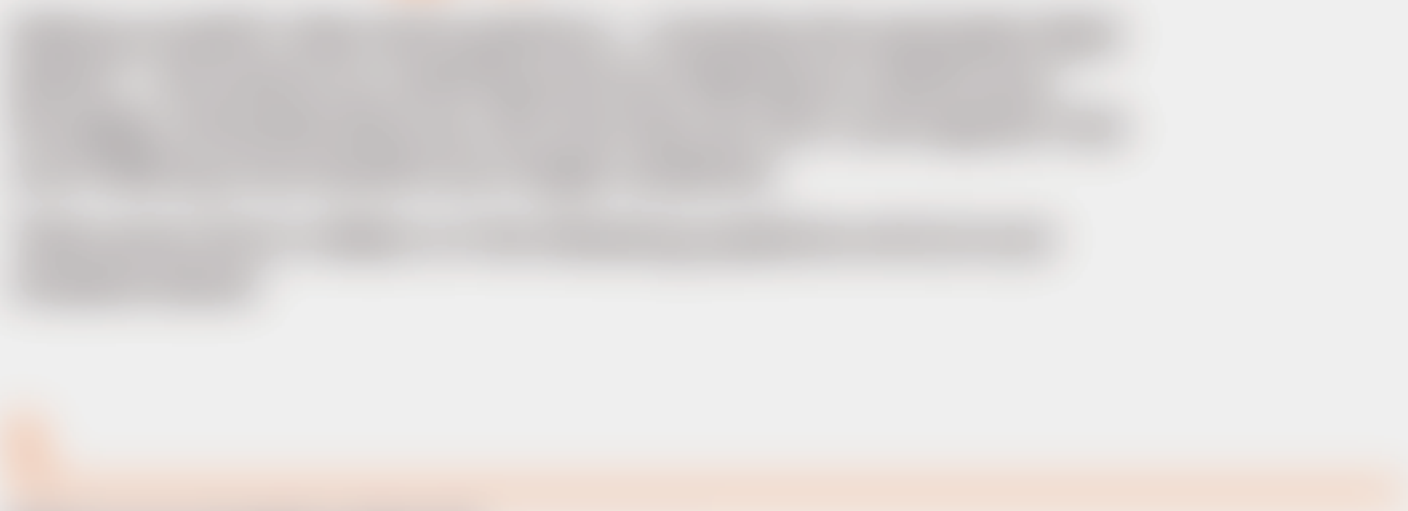
Why have a CVP?

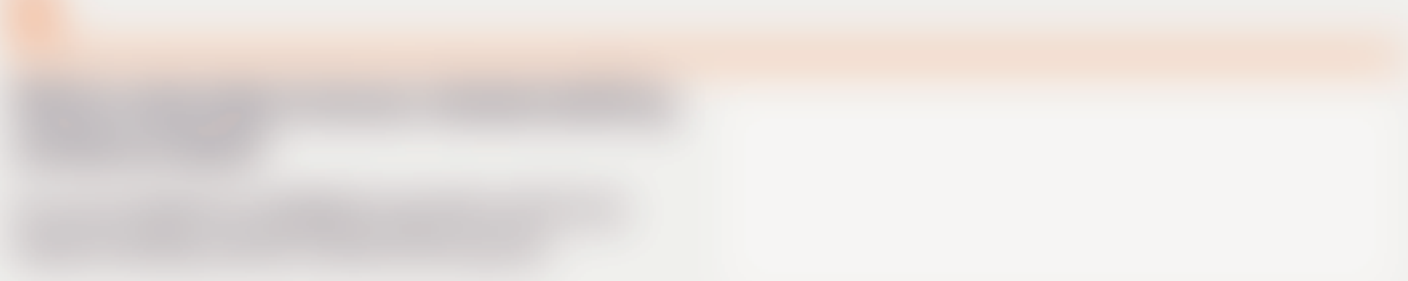
A well-defined CVP will answer two big questions for any client:

1. What value do you provide your client?
2. Why should they engage you and your firm, instead of one of your competitors?

Constructing your CVP will clarify the way you view your service delivery and assess markets. It will also help you hone communications with clients and shape your brand. Another tangible benefit is gaining the unique insights of your staff and stakeholders.

Please refer to the Practice Development page and fill out the form to request the full guide.





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