



# What's the USE™

FACILITATED WORKSHOP TO ARTICULATE  
YOUR **TRUE** CUSTOMER VALUE

# What's the USE

**TRUE PRODUCT VALUE COMES FROM  
YOUR CUSTOMER'S VIEWPOINT**

SALESY, SELF-SERVING, "ME-ME-ME" PROMOTIONAL MARKETING CONTENT IS NOT EFFECTIVE. TOO OFTEN INNOVATORS AND BUSINESSES ARE SO ABSORBED IN MAKING THE PRODUCTS, THEY FAIL TO NOTICE THAT NO ONE IS INTERESTED IN THEM.

**TO BE SUCCESSFUL YOUR PRODUCT HAS TO HAVE A BUSINESS OFFER THAT 'MAKES SENSE' TO THE CUSTOMER BY ANSWERING:**

# What's the Use?

AN EXAMPLE: WHEN HENRY FORD FIRST TRIED TO SELL MOTOR CARS HE HAD TO ASK: "WHAT IS THE USE OF MOTORISED TRANSPORT TO PEOPLE USED TO THE HORSE AND CART? HOW DO WE GET PEOPLE TO **UNDERSTAND THE 'USE'** OF THE INTERNAL COMBUSTION ENGINE?"



**"HORSELESS CARRIAGE!"** OH YEAH. WE GET IT NOW

CONSUMERS/CUSTOMERS MIGHT HAVE A JUSTIFIABLE NEED FOR YOUR PRODUCT, BUT IF YOU CAN'T GET THEM TO **WANT** THE PRODUCT AS PART OF THEIR LIVES,

IT WILL NOT SELL.

# What's the Story?

WE MUST CREATE A **COMPELLING HUMAN STORY** OF A **COMPETITIVE BUSINESS OFFER** TO ATTRACT THE RIGHT CUSTOMER

YOU HAVE A ***GREAT IDEA*** BUT DOES YOUR MARKETING MAKE SENSE...  
AS A CONSUMER-FOCUSED  
**"JUST GOT TO HAVE IT"** PROPOSITION?

# What's the Use

THESE SESSIONS ARE ABOUT:

- FINDING WAYS CONSUMERS WILL BUY INTO YOUR PRODUCT OR IDEA
- HOW EVERY BUSINESS SHOULD BE THINKING MORE LIKE THEIR CUSTOMERS – AND MORE LIKE OTHER SUCCESSFUL BRANDS

# What's the Use

OPENING CONVERSATIONS CREATE THE GROUNDWORK FOR MEANINGFUL CUSTOMER DIALOGUE BY

- SEEING FROM AN OUTSIDE PERSPECTIVE
- AVOIDING THE TECHNICAL DETAIL
- DISCOVERING THE **COMPELLING REASON**
- TO BUY OR INVEST
- BY ANSWERING "WHAT'S IN IT FOR ME?" FROM THE CUSTOMER POINT OF VIEW



IF YOU HAVE A DREAM, THINKING

# What's the USE

WILL HELP YOU TO MAKE IT A  
SUCCESSFUL REALITY.

FRANCES CLAYTON  
**07818 038 779**  
FRANCES@WHATSTHEUSE.CO.UK  
**WHATSTHEUSE.CO.UK**

WHAT'S THE USE™ IS PART OF YELLOWBRAND®

YELLOWBRAND® IS A REGISTERED TRADEMARK OF YELLOWBRAND LTD. NO 2583356  
REGISTERED IN ENGLAND AND WALES NO. 7436089  
REGISTERED OFFICE: 4 SPUR ROAD, PORTSMOUTH PO6 3EB

