

Crush Your Competition with the Perfect Value Proposition

The single most important part of your marketing program is the Value Proposition.

While a strong value proposition will compel prospects to contact you, a weak value proposition is the most common root cause of ineffective marketing. Frankly, if you don't get this right, your marketing will fail – and far too many aerospace and defense companies are not getting it right. Let's take a closer look at what it takes to craft a clear and compelling value proposition.

What is a Value Proposition?

A value proposition tells your prospective customers why they should buy from you by explaining how you will solve their problem or make their lives better. To be effective, your value proposition must be relevant and meaningful to the customer, specifically credible, and uniquely differentiating.

Why is it Important?

A great value proposition will give customers a reason to choose you. It will differentiate you from competitors, enhance your brand, and make you less dependent on pricing.

What is the Process?

The value proposition is one element of your overall Marketing Plan (refer to BDN's Marketing Planner for details) and the messaging should flow directly from the information-gathering and assessment process. You'll need to answer a lot of questions about your company, customers and competition. The magic happens when you fuse all of this information with insight and creativity for a succinct promise of value to be delivered. See the Case Study, page 3, to understand the process in action.

Value Proposition Checklist

Use this checklist to evaluate your own Value Proposition.

3 Keys

1. Is it relevant and meaningful to the customer, meaning, will it alleviate their pain points?
2. Is it specifically credible, meaning, is there data to substantiate claims of value?
3. Is it uniquely differentiating?

If it meets these criteria, then step back and ask yourself a few additional questions:

3 Tough Questions

1. Is the message so strong that it will compel prospects to want to learn more?
2. Could the message apply to any other company?
3. Would you want to do business with this company?

Don't settle for a value proposition that is boring and predictable or full of buzzwords. But don't try to be cute, either – this is not a slogan or tagline. When people read your value proposition they should have an "aha" moment when they intuitively understand exactly who you are, what you do, and why they should care.

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Aerospace Industry Examples

Let's take a closer look at three aerospace and aviation industry companies.

S.S White Aerospace

“S.S White Aerospace is constantly trying to improve the overall experience of our customers. We attempt to put ourselves into your shoes and see ourselves from your perspective. This has led to creating a Value Proposition for our customers which is the result of addressing the critical areas you value most.”

The statement continues with non-differentiating statements and claims about Experience, Responsiveness, Quality Systems, Testing, Engineering, Traceability, Innovation and International Presence.

Pass or Fail?

This statement does not meet the key criteria for a value proposition (relevant and meaningful to the customer, specifically credible, and uniquely differentiating) and it could apply to the majority of aerospace and defense firms. But it also fails in other important ways, because it does not inspire confidence or in any way compel prospects to want to learn more.

GMN Aerospace

“Why work with GMN Aerospace? Our Capabilities, Capacity, and Commitment to our customers, makes GMN Aerospace the supplier of choice for the Aerospace industry. For more than 50 years GMN Aerospace has met and exceeded the needs of its customers.”

Pass or Fail?

To GMN Aerospace's credit, its website does follow with some specific data to support its claims, but the heart of the value proposition itself is generic and weak. And, as with the first example, these claims could apply to most any aerospace and defense firm.

JetBlue Example

JetBlue says it is on a mission to “bring humanity back to air travel.” They support this aspiration with a value proposition that is meaningful, specific and unique:

“Enjoy JetBlue’s award-winning service, free unlimited snacks and the most legroom in coach.”

Pass or Fail?

The airline's umbrella statement is unique and compelling — bringing humanity back to air travel — and is something any traveler can relate to. They back their promise of value with relevant, credible, and unique information.

JetBlue checks all the boxes, and then some.

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Case Study

Company Profile:

SCB Training sells and delivers Defense Trade Control/Export Compliance Training and Consulting Services to aerospace industry companies.

In this example, information gathered from the marketing planning sessions led to development of the messaging platform, below.

Messaging Platform

After asking a variety of questions, including, “How is SCB Training a unique or preferable solution? How will SCB Training solve customer problems and pain points?” 3 key messages emerge.

1. Aerospace-Only Expertise

SCB Training is the only company dedicated to Defense Trade Control and Export Compliance Training and Solutions for Aerospace companies. The company’s level of understanding, expertise and knowledge is unmatched.

Desired Takeaway:

“SCB Training the industry’s ultimate export compliance resource.”

2. Lean On SCB Training – We’ll Help You Get Compliant And Stay Compliant

Export Compliance is simply not optional for any Aerospace Company.

It is required. It is complex. It is a serious matter that can negatively impact National Security as well as your ability to do business with top tier companies. It could even put you out of business. But it is very likely not your core competency – nor should it be. Ensure that you understand if you are at risk...know how to correct deficiencies...and learn how to establish a self-sustaining program for the future by getting expert support now.

Desired Takeaway:

“Compliance is mandatory. Pain and suffering — which in this context means trying to do it all on your own — is not.”

3. Why Risk It? Small Mistakes. Big Consequences

You may have a problem and not know it. It is unlikely that a smaller company has the highly specialized personnel with the depth of knowledge needed to remain in compliance and out of trouble.

Desired Takeaway:

“You don’t know what you don’t know, and you simply can’t afford to get this wrong.”

Value Proposition

Many companies can deliver Training and Consulting Services – these are commodities. SCB Training delivers something much more important and valuable – We Deliver Compliance.

Tagline

An appropriate tagline naturally evolved from the value proposition.

“Compliance Delivered”

This simple statement summarizes, in two words, the messaging platform and the value proposition outlined above.

About BDN Aerospace Marketing

As the world’s premier aerospace marketing agency, BDN works with clients to brand and market their companies, products and services. Our agency capabilities encompass branding and strategy, design, advertising, trade shows, multimedia, PR/writing, and more.

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