

DICKER
DATA



Amplify

BUILD. PROMOTE. GROW.

Session 2: Developing Your Unique Value Proposition

6 Monthly Sessions



**Thursday
17 July**

Building a
Marketing
Plan



**Thursday 21
August**

Developing Your Unique
Value Proposition



**Thursday 18
September**

Event Marketing
Strategies



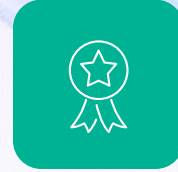
**Thursday 16
October**

Digital Marketing
Essentials



**Thursday 20
November**

Microsoft Campaign-in-a-
Box: Partner Marketing
Centre (PMC)



**Thursday 18
December**

Microsoft Campaign-in-a-Box:
Digital Marketing Content
OnDemand (DMC)



Ben Johnson
General Manager -
Marketing & Strategy

ANZ Events Team



**Sandy
Tang**



**Kate
Blewitt**

ANZ Marketing Team



**Ashleigh
Cameron**



**Laura
Margetts**



Rachel Cleary
Partner Marketing Manager





Developing Your Unique Value Proposition

PRESENTED BY

Ben Johnson

General Manager - Marketing & Strategy

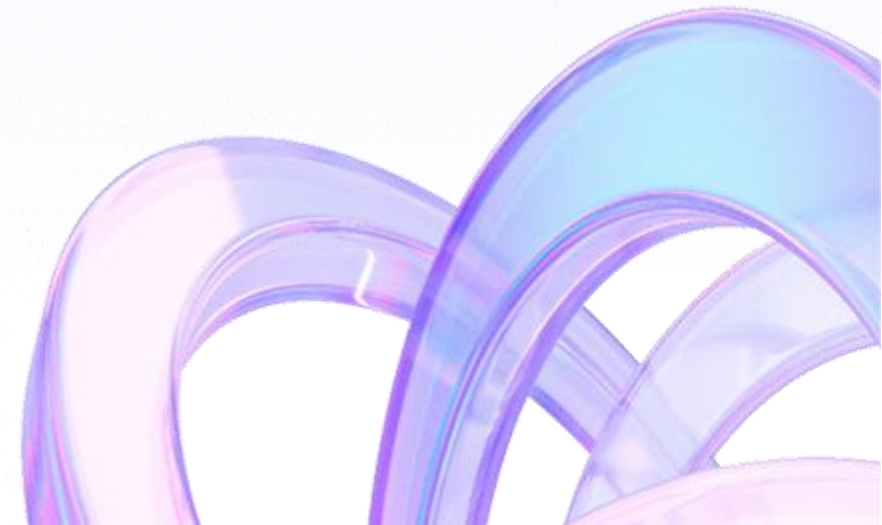
17+ years with Dicker Data

DICKER
D A T A



We live in a crowded market

Choice is everywhere, so why should anyone choose you?



A Traditional Value Proposition



WHO

is your audience?



WHAT

is your solution or product?



HOW

does your solution/product solve a customer challenge?



WHY

should your customer choose you?



Start with **Why**



Explain **How** you achieve that



What is the solution or product you want to introduce



Now flip that order and watch the magic happen

CLARIFY THE DIFFERENCE

Your Value Proposition

This is the promise you make to your customers

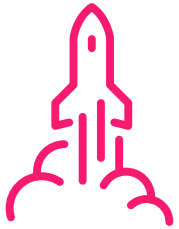
Your Competitive Edge

This is what makes your promise defensible over time

Can you think of a real-world example that demonstrates the difference?

Value Propositions Evolve

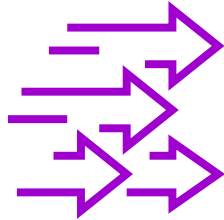
Value propositions are not static.



Launch



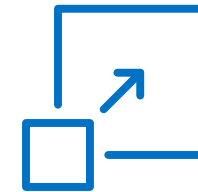
- Offer
- Capability
- Market & Funding



Momentum



- Offer
- Capability
- Market & Funding



Scale



- Offer
- Capability
- Market & Funding

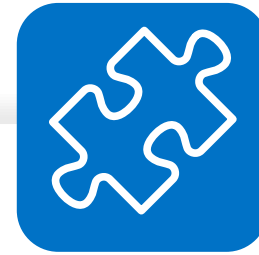
Defining a Modern Value Proposition



WHO



OUTCOME



EDGE



PROOF + OFFER

Partner status adds credibility, but
customers don't understand

why it matters



Incorporating Status

Partner status is not your edge, but adds credibility



Contextualise the credential



Leverage your ecosystem



Activate the benefits



Reassure and de-risk



Pro-Tip

Which benefits of your partner status are you already using in your customer pitch and which ones are you leaving invisible?

Are you talking to Dicker Data about your partner entitlements?



Writing Your Value Proposition

For *who*, we deliver *outcome* by *edge*,
proven through *proof*, starting with *offer*.

Value Proposition Checklist

Stress test your value proposition



Is it specific enough for your WHO?



Does it describe and OUTCOME, not a feature?



Does your EDGE make you hard to replace?



Is your PROOF clear, credible and relevant?



Is your OFFER clear and easy to say “yes” to?

Activating Your Value Proposition



Internal Alignment

- Everyone Sings from the Same Sheet
- quip with 1-liner, 30-sec, customer-specific versions
- Roleplay for confidence & consistency
- Build into sales onboarding & refreshers



Make It Customer-Ready

- Create 1-pagers, case studies, landing pages
- Tailor by WHO/OUTCOME/EDGE
- Keep visuals and language customer-first



Amplify Through the Ecosystem

- Map to Microsoft co-sell priorities
- Use marketplaces, events, joint campaigns
- Engage multi-vendor playbooks

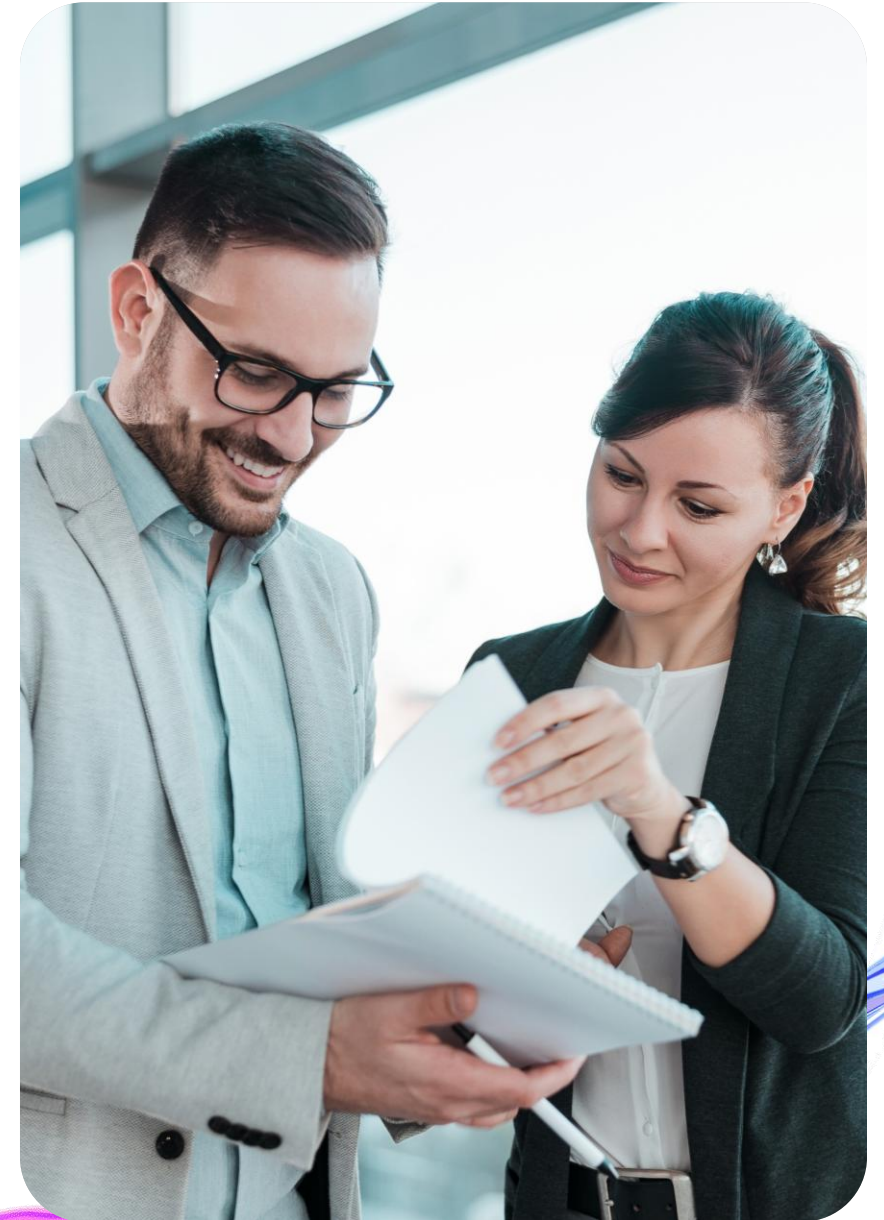
In closing

A strong value proposition is the bridge between your solutions and your customer's buying decision.

It's not just a slogan, it's the fuel for every conversation, every proposal, every deal.

If your pitch includes the Proof + Offer concept, make this the hero

When you combine the right partnerships with the right story, customers stop comparing prices... and start choosing you.





**Thursday 18
September**

Event Marketing
Strategies

ANZ Events Team



**Sandy
Tang**



**Kate
Blewett**



Let's grow together

