

Business Training

Customer Value Proposition

Customer segmentation and user personas

30-minute presentation for young entrepreneurs and aspiring business founders

Goal: understand who you are selling to, what problem you solve, and how to formulate an offer the customer truly wants.

Main topics

- Customer
- Need
- Value

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What we will cover in 30 minutes

- 1 What a customer value proposition is
- 2 How to segment customers
- 3 How to build user personas
- 4 How to connect customer needs to your solution
- 5 Practical examples and mistakes
- 6 Activities for your business idea

Outcome
By the end of
the
presentation,
you will have:

- a selected customer segment
- 1 user persona
- a list of pains and gains
- a draft of your value proposition

What a customer value proposition is

Simply put

A customer value proposition explains why your product or service is useful for a specific customer.



It is not just a product description.
It is not just a slogan or advertising phrase.
It is a clear promise: what problem you solve, what benefit you deliver, and for whom.

Formula We help [a specific customer] achieve [the desired outcome] by solving [the problem] with [the solution / unique approach].

Why you should start with customer segmentation

Weak approach

“My product is for everyone.”

Result: a vague offer, unclear communication, hard to sell.

Better approach

“My product is for people with a similar need.”

Result: you can tailor the message and sales channels.

A practical way to start

Choose 1 main segment at the beginning.

It helps you test the idea faster and gather the first customer feedback.

Segmentation = dividing customers into groups with similar needs, behavior, or situations.

How customers can be segmented

Demographics

Age, income, profession,
family status

Behavior

Buying habits, frequency
of use, loyalty

Needs

What the customer is
trying to solve or achieve

Situation

Life stage, seasonality,
work environment, budget

Channels

Where the customer looks
for information and makes
decisions

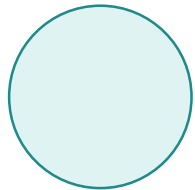
Willingness to pay

What the customer is
willing to pay more for

A good segment is specific enough, understandable, and reachable through marketing or sales.

What a user persona is

A persona is not a real person, but a representation of your typical customer.



It helps you make decisions based not on “I think,” but on “this will matter to this customer.”

Include in the persona

Who this person is: age, occupation, lifestyle

What they are trying to achieve

What frustrates them, slows them down, or creates risk

What matters to them when choosing a solution

Where they look for information and how they compare options

What leads them to the final purchase decision

User persona example for digital marketing business

Persona: Anna, age 29

A young entrepreneur starting to sell natural cosmetics online

Goals

Launch a clear product quickly; gain the first loyal customers; avoid wasting the budget.

Pains / problems

Not sure who exactly to sell to; communication is too generic; advertising does not deliver results.

What she wants

A clear customer profile; a simple message about product value; a reliable channel for the first orders.

Where to reach her

Instagram, Etsy-type platforms, recommendations from friends, niche communities, small markets.

Important: a persona is not “all my potential buyers.” It is one specific version of a typical customer.

What you need to understand about the customer first

Jobs to be done

What is the customer trying to accomplish practically, emotionally, or socially?

Example: find convenient, eco-friendly packaging solutions for a small brand.

Pains

What is difficult, expensive, slow, inconvenient, or risky?

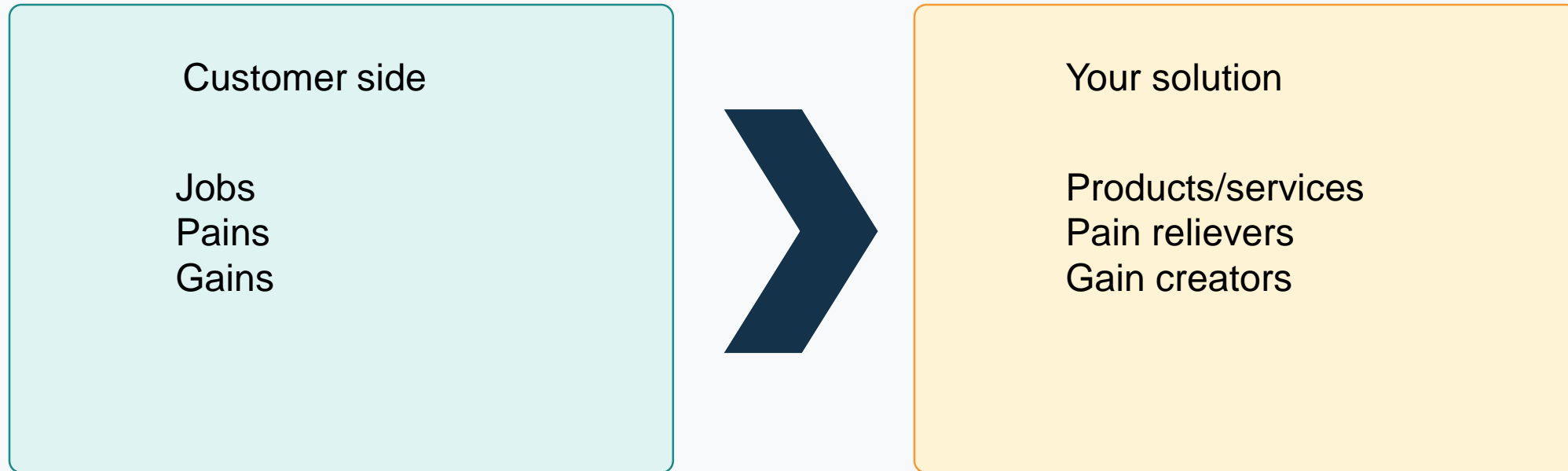
Example: suppliers require large volumes, pricing is unclear, design is not flexible.

Gains

What would be a valuable outcome for the customer?

Example: low minimum order, fast delivery, strong visual impression, clear pricing.

A strong offer emerges when there is fit



When both sides align, your offer feels logical, useful, and worth buying to the customer.

Examples: weak and strong wording

Weak

“We sell healthy snacks to everyone.”

Stronger

“We help busy office workers find filling, healthy snacks without lengthy preparation.”

Weak

“We offer accounting services to companies.”

Stronger

“We help small businesses organize accounting in a simple, understandable way, so the owner can focus on sales instead of paperwork.”

A good statement usually says: for whom, what problem, what result, and how you are different.

Most common mistakes

Talk only about yourself, not the customer
Choose an audience that is too broad
Confuse the product with the value
Rely on assumptions instead of customer conversations

Do not know why the customer would choose this solution
Do not test whether the customer is actually willing to pay
Build the persona too superficially
Do not adapt the offer after feedback

The most important principle: first understand the customer, then refine the product and communication.

Activity 1: choose your main customer segment

7 minutes

Task

Write your business idea in one sentence.

Name 2-3 possible customer segments.

Choose 1 segment to start with.

Explain: why is this segment the most important for you right now?

Supporting questions

Who experiences this problem most strongly?

Who makes the decision fastest?

Who would be willing to pay?

Which segment can you reach most easily?

Activity 2: create 1 user persona

8 minutes

Name and short description

e.g., Ilze, 34, works full time and is raising 2 children

Goal

What is this person trying to achieve?

Main problem

What is getting in their way right now?

What matters when buying

Price, time, quality, reliability, convenience, sustainability, etc.

Channels

Where do they look for information?

Activity 3: write your value proposition

7 minutes

Complete the formula

We help [customer segment / persona]
achieve [desired outcome]
by solving [main problem]
with [product / service / unique approach].

Then check:

Is it clear who it is for?

Does the wording show the problem or the benefit?

Does it sound specific enough?

Conclusion: what to take away from this topic

Not every customer is your customer.

The more precisely you understand the segment, the easier it is to sell.

A user persona helps you make better decisions.

A value proposition comes from customer needs, not the entrepreneur's assumptions.

The best test: talk to real customers and validate assumptions in practice.

A strong offer starts not with “what I want to sell,” but with “what truly matters to the customer.”

Tips, tricks and techniques

- **Tips:**
 - Do what is best for the customer – Do not try to force-sell to the customer. As soon as you do this, the sale is dead.
 - Listen more than you speak – The best salespeople are the ones who listen more than they speak.
 - Actively listen – Do not try to pretend that you are listening to the customer, when asking questions to uncover the pain points. (Pro tip: Take notes.)
- **Tricks you can use on your sales calls:**
 - Setting the agenda: Make the prospect aware of what is going to happen in the call, not just go there and pitch them uselessly and waste time.
 - Uncovering the pain: After setting the agenda of the call, proceed to the next stage: Prospect's pain points, and try to understand their problem by asking questions.
- **Techniques you can use during a sales call:**
 - Noting down what the prospect says, as part of actively listening to them – this will be useful when you reinstate their current and desired situations.
 - The 80/20 rule: 80% of the time being “quiet” and listening to the prospect uncover their pains, and the remaining 20% to talk about the prospect's situations and pitching the sale.

Objection handling – 5 step framework

Objections: questions regarding the emotion of uncertainty about a product or service

- **Step 1: Agree with them**
 - Always agree with the prospect. They become more receptive to your help and it disarms their confrontation
- **Step 2: Take control by asking questions at the right time**
 - By asking questions, you get back the control because You Are Demanding A Response. The prospect's brain is Obligated to respond and give an answer.
- **Step 3: Get them to agree with you and get as many "Yes" as possible**
 - Get the prospect to agree with you; it ensures that you are both on the same page.
- **Step 4: Challenge them**
 - Challenge the prospect by asking them.
 - Paint the "Hypothetical Example"
- **Step 5: Direct them**
 - Ask the prospect what would they like to do next.
 - If they are confused, direct them. This is the final step. Do not hesitate.

Easiest ways to get rich:

- Sell men lust;
- Sell women beauty;
- Sell parents peace;
- Sell kids dreams;
- Sell the rich safety;
- Sell the broke hope