

Why your B2B value proposition feels like everyone else's.

(and how to fix it)



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Swipe



The problem

It starts slowly.

A new competitor here.

A pitch not landing well there.

Your win rate slips.

Your team loses confidence.



What's changed?

Your message isn't landing—and it's not clear why.

- × “We help businesses grow”
- × “Innovative solutions”
- × “Trusted partner”

73% of B2B companies struggle with differentiation.

Buyers are sharper. Markets are noisier. And your message needs to work harder than ever.

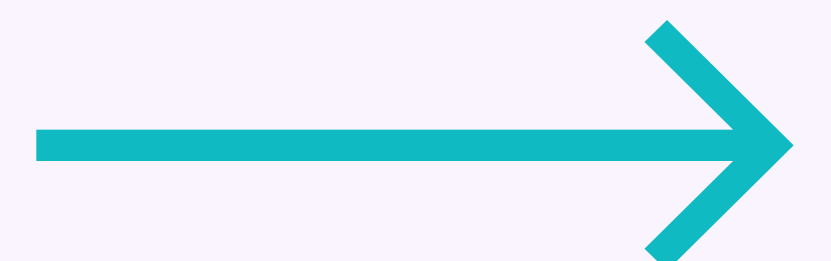


Step 01.

Get under the skin of your audience

Go beyond 'Marketing Mary' personas.
Stop guessing. Start listening. Build
insight around pain points, not personas.

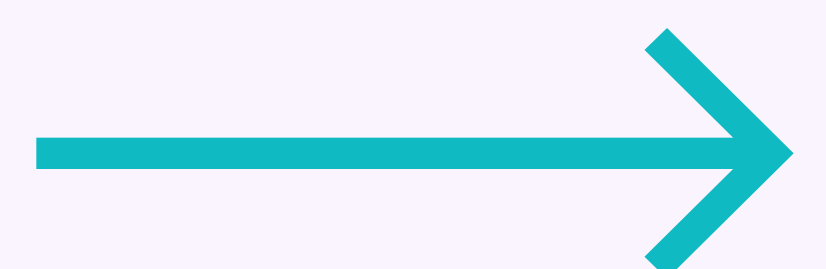
Real insight = real differentiation.



Step 02.

Focus on outcomes, not outputs

- Nobody cares about your 47 features.
- So don't list features. Prove impact.
- Make your value measurable and meaningful.

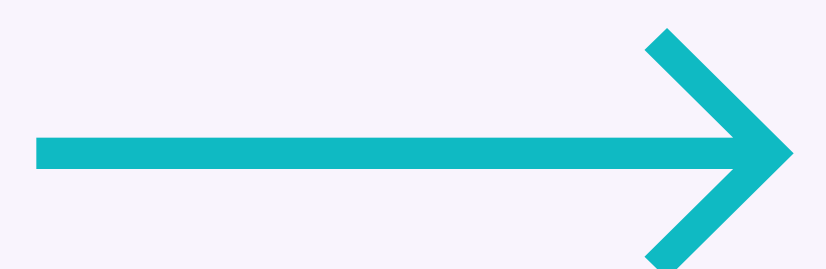


Step 03.

Say something real

- Be specific. Be human. Use real language and real evidence.
- The right proposition will find the right people that you have what they need.

Vague = forgettable.

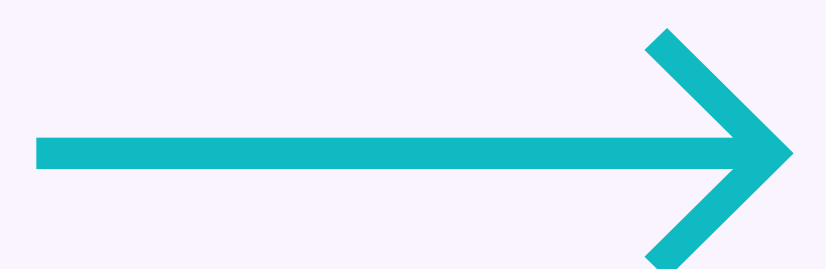


Step 04.

Make consistency your competitive advantage

- Your value proposition should sound identical on your website, in your pitch and on your LinkedIn posts.
- Consistency builds confidence.

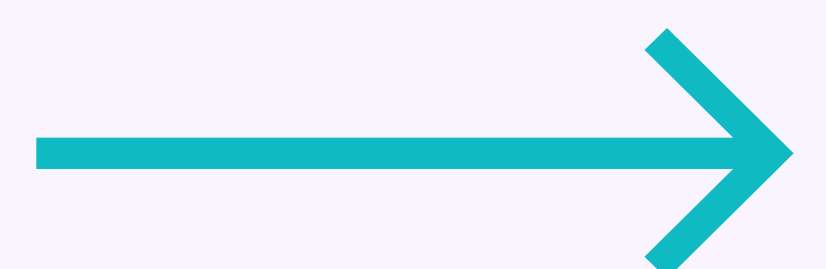
Inconsistent messaging = organisational uncertainty.



Step 05.

Build proof into your story

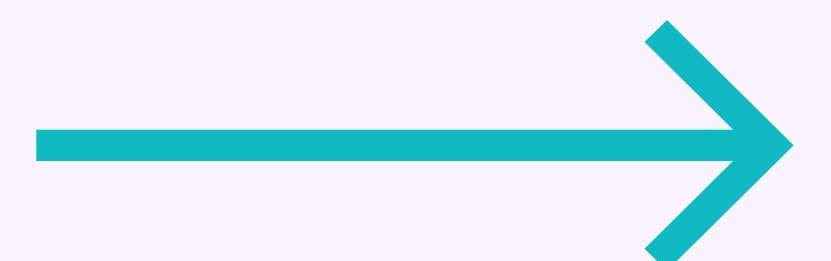
- Buyers trust evidence over enthusiasm.
- Use case studies, client wins, industry benchmarks and measurable outcomes.
- Don't just claim results. Show exactly what business transformation looks like.



Step 06.

Personalise for your audiences

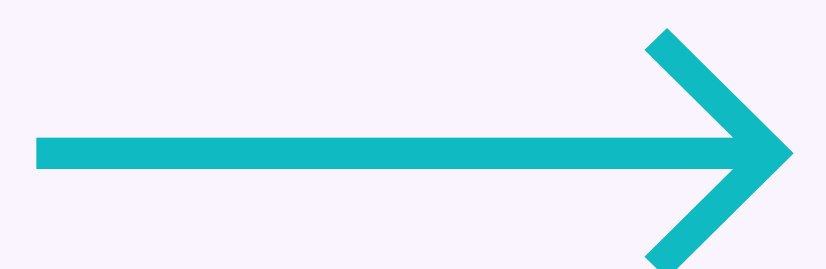
- Remember your prospect's finance team value hard numbers. The ops team need implementation proof and efficiencies. While procurement need clear differentiators.
- Generic messaging doesn't land. Tailor by sector, role, region or challenge to stay relevant.



Step 07.

Bring it to life visually

- Use video, diagrams or infographics to explain your proposition faster.
- Good design can make your content stop prospects scrolling and start thinking differently.



Get to the point!

Strong differentiation doesn't just win pitches. It transforms how markets think about solving critical challenges.

Do you need help sharpening your proposition?

We're Valiant—a B2B brand strategy agency helping ambitious businesses define and communicate their value.



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We build
stronger brands.

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