

TYPES AND SOURCES OF VALUE

Functional Value

This type of value is what a solution does, it's the core reason a customer must have or use this solution. Functional value is often necessary for survival and in terms of straight worth, these forms of value could be considered priceless and pre-empt other forms of value.

Equipment, Property, and Operations Essential to Provide Core Business
Replacing Damaged Facilities or Equipment
Salaries of Key Personnel Inventory
Meeting Regulations Compliance with Laws

Monetary Value

This is where the price paid is relative to perceived worth. This value invites an opportunity cost between other values and monetary costs. This is the type of value we typically think of and use to justify costs.

Saves Money	Saves Time
Makes Money	Reduce Costs
Reduces Effort	Streamlines Processes
Reduces Risks	Integrates
Increases Productivity	Organizes
Improves Quality	Reduces Mistakes or Failure
Improves Cash Flow	Return on Investment
Saves Energy Usage	Increases Variety
Simplifies	Automates
Reduces Personnel	

Social Value

The extent to which a product or service allows the consumer to connect well with others or improves the corporate image.

Creates Goodwill	Rewards Customers
Affiliation	Improves Public Relations
Informs	

Psychological Value

The extent to which a product allows prospects or customers to express themselves or feel better.

Credentials	Increase Overall Comfort Level
Reduces Anxiety	Design Aesthetics
Therapeutic Value	Nostalgia
Promotes Hope	Provides Motivation
Positive Morale	Promotes Wellness

This list is by no means exhaustive. There are quite possibly other items your customers and prospects may value. Be creative. Don't limit yourself to what this list contains.