**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

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 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 Increases 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.*