

# Products & services

What do you do for your customers?

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Pain relievers



Products  
& services



Gain creators

## How to use the map

This map helps you think about what you do for your customers, your products and services, and how they relieve pains and create gains for your customers. Start by listing your products and services. Then think how they relieve pains and create benefits for your customers. Use the map with a pencil or, if you want to move things around small post-it notes. If you use post-it notes, put one item on each. When you have finished each section, rank the impact of each item from 1-10 where 1 is hardly at all, and 10 is critical. Any surprises or discoveries?



## What do you do for your customers?

Leave this till you have mapped everything. Once you have, try to describe what you do for your customers in as few words as possible. Think about using this format to get you started.

I/we help (Customer description) who want to (Customer job) by increasing/ enabling (Customer gain) and reducing/avoiding (Customer pain)

For example “We help business people who want to sell more by increasing sales revenue and avoiding needless sales and marketing mistakes” – Simon Hale & Associates



## Products and services

Product and services describe the products and services that you offer to your customers described in the customer profile opposite the value proposition.



## Pain relievers

Pain relievers are qualities of your products and services that relieve customer pains. They eliminate or reduce some of the things that annoy your customers. Ask yourself, how do your products and services

- Help your customers sleep better at night? Do they address critical issues, reduce concerns, or eliminate worries?
- Do they produce savings? In terms of time, money, or effort
- Make your customers feel good? Do they remove frustrations, annoyances, and other things that cause pain?
- Eliminate or reduce difficulties and challenges your customers encounter by making things easier or eliminating obstacles?
- Eliminate or reduce fear? In terms of financial, social, technical risks, or things that can go wrong.



## Gain creators

Gain Creators describe how your products and services create customer gains. They explicitly outline how you produce outcomes and benefits that your customer needs and wants, including functional and social gains, positive emotions, and cost savings. Do your products and services

- Make your customers' work or life easier? Are they more natural to use? More accessible? Better value for money?
- Do they make savings? In terms of time, money, and effort.
- Exceed customer expectations? By offering quality levels, more of something, or less of something.
- Outperform competition and delight your customers? Better features, performance, or quality.
- Do something your customer wants a lot? In terms of good design, guarantees, or specific or more features.