



Joint Value Identification



You know that you need to engage the customer earlier and work ahead of the competition. To do this you need to evolve from your current sales culture of 'Adding Value' to 'Creating Value'. But how?

The catalyst of a Value Created relationship is when you, the seller, allow the Customer access to your knowledge, insight and understanding as it applies to his market. The focus then moves from your product knowledge, to their business needs. To achieve this you need to clearly identify and articulate where your value is to them. If you don't do this, you won't be able to explain why the Customer should engage with you and the Customer will treat you as just another supplier, to be treated as part of a cost centre. This results in reduced profit for you and reduced satisfaction for them.

Value Identification workshop

Value Identification is a one or two day workshop to produce new initiatives based upon our ability to create value for organisations in areas of risk (+/-) which they have not yet summarised. The workshop is designed to produce a measured output in live new revenue streams and facilitate the repeatable process and is for the virtual sales team engaged with the Partner or market sectors.

It includes:

- Industry sector knowledge and experience
- Sector activity knowledge
- Cross-functional team experience
- Use of a KPI language as a process
- Translation of solutions into KPIs - put an industry wrapper on our solutions
- Translation of market trends into KPIs
- KPI matching to realise value creation opportunity - Mapping our joint Value onto sector activity

It answers the following questions:

- How can we make this relationship "strategic"?
- What resources do we have for Creating Value?
- How can we see what the Customers can't see in their markets?
- Where is there new sector activity?
- How much actual Value can we create for the Customers?
- What are the new revenue streams for us?