

# Value Identification



Once again the business markets are buoyant and we want to grow by accessing new clients and creating new revenue streams with our existing ones. To do this effectively we will need to evolve from adding value to creating value: we must engage the market earlier, be more agile and work ahead of our competition.

The catalyst to begin a Value Created relationship is when we, the seller, lend our thinking and knowledge to our Clients. The first phase of the Value Creation process is Value Identification where we plan our new and previously unidentified business in our targeted market sectors.

Value Identification is an iterative process which sales people or full sales teams can use to produce new sales campaigns based upon our ability to create value for Customers in areas of risk (+/-) which those Customers have not yet summarised. The workshop is designed to produce a measured output in live new revenue streams and facilitate the repeatable process.

## Input and process

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 Value onto sector activity

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## Output

Sector specific sales initiatives measured in €/\$/£

Visibility of revenue potential in sector

Mapping of sector level sales initiatives onto Clients in sector

Understand trend commonality across sectors

Sizing the new business for us in terms of Value for the Clients

Repeatable process for other sectors using same solutions base



- What is our Value capability?
- How can we see in the sector what the Clients can not see?
- Where is there new sector activity?
- How much Potential Value can we create for the Clients?
- What are the new revenue streams for us?

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## Agenda

### *Introduction*

- The reality of B2B value: value never changes but our context of engagement does.
- Demand creation is not Value Creation: moving from being Value Added to Value Created requires increased insight.
- The creation of value can only be done with a vertical focus; why?
- The building blocks of Value Identification: a framework made of CCIs with associated KPIs

### *Value Identification – our offerings*

- The language of the B2B engagement: how do we translate our standard view of business into CCIs, lead and lag KPIs? This language will enable us to bring ours and the Customer's world together.
- What do we sell? We need to understand our offerings and/or solutions beyond features and benefits; how do these look when they are translated into the B2B language? Why were they invented?
- Which are the key solutions for our targeted sectors? How do our solutions link to the sector value chain through KPIs?

### *Value Identification – the Customer*

- What trends are affecting our targeted Sectors?
- What is the difference between a trend a characteristic and a fad? What are the implications for us in creating value?
- What are the impacts of these trends and how does this look in the B2B language?
- Where do we see positive or negative impact of these trends on our targeted Sectors?
- How is the sector responding? What insights do we have here?
- What are the KPIs attached to the sector responses?
- Mapping Value: where could our offerings potentially enhance or alleviate these impacts? Using a cross-matrix which links KPIs from the sector to KPIs in our solutions we determine what this would mean for Customers in the sector.
- Quantifying and qualifying the potential revenue streams for us.