

The Value Wheel[™]

Building Differentiated Value PropositionsSM

WORKSHOP OVERVIEW

A two-day facilitated practical and output focused business workshop which combines the experience and capabilities of the clients' staff and the BREESE[®] practitioners.

PURPOSE

To position the total capabilities of an organisation when

- Defining new value propositions
- Executing complex Business-2-Business (B2B) sales strategies
- Managing customers for GROWTH

Commoditisation is one of the biggest threats facing business today. It is the result of tougher competition, savvy purchasing practitioners, declining product differentiation and the rapid increase in exports from developing industrial economies. To maintain business strength and independence, Business-to-Business Selling companies must differentiate themselves sufficiently in the minds eye of their customers if they are to withstand the price pressures resulting from the forces of commoditisation. The Value Wheel[™] is a powerful contributor in the fight to defend and grow price and value positions.

The world has a surplus of:

“similar companies, employing similar people, with similar educational backgrounds, working in similar jobs, coming up with similar ideas, producing similar things, with similar prices and similar quality.”

Source: Tom Peters

The VALUE WHEEL[™] business workshop enables sales, marketing and other customer facing staff to understand how to position the total capabilities and strengths of the organisation in order to add-value and clearly differentiate their offering from the competition. As a result the problem of commoditisation can be reduced by selling value created from the company's total capabilities.

WORKSHOP CONTENT

1. Introduction

The Value Wheel[™] demonstrates how often unrelated capabilities can result in massive value for targeted customers.

Key Outputs

- We need to engage customers in a different way
- Think about total company – think beyond product, service, and solution
- Gain value price as opposed to commodity price

2. Your Image

What is the image of your organisation and what image do you want for the future? What does your brand stand for?

Key Output

- Understanding how value propositions and relationships contribute to creating the image you want for your business

3. Customer Drivers – Their Business Issues

By identifying the business drivers of customers we can begin to structure our value strategy and gear it towards helping them to become more profitable and be seen as a contributor to their current and future success.

Key Output

- Understanding customer issues

4. Strategic Purchasing Model

The model represents how the purchasing department view products, services and solutions.

We will use this model to identify the different types of value within any product, service or solution.

Key Output

- If we can understand the Strategic Purchasing Model and how our sale is positioned we can fight against commoditisation.

5. Keys to Unlock Value – Engagement Ring

In order to make the value inherent in the product, service or solution relevant to the customer we must “unlock it” using keys that help differentiate our capabilities.

Key Output

- By understanding the roles and responsibilities of members of a typical organisation, sales staff can ensure they engage and communicate value in the most appropriate way at the appropriate level

6. Explicit Key Words

Ensuring the language we use is appropriate to each level of the customer’s organisation that we target.

Key Output

- Defining the key words in the language of the customer

7. Building the Value Propositions

We examine the 5 Value Propositions of Commodity, Functional/Contract, Business/Performance, Enterprise/Aligned Partnership and Visionary

Key Outputs

- The specific value proposition represents the total value created through the solution.

8. Review and Action Planning

QUOTES

“The Value Wheel is a powerful tool for today’s sales environment. By forcing sales staff to identify ALL the value elements within a complex sales solution and construct multiple value propositions – in the language of the client – companies can truly differentiate themselves and fight against commoditisation.” **Peggy Mahoney-Santry – Shell Global Lubricants**

“The best business workshop that my group has attended in the last 5 years.”

Stavros Kokkinis – Shell – Global SVP Industrial Customers Shell Lubricants

“Commoditisation is the biggest threat to our business, so we need to focus on values opportunities, differentiations – should be a never ending process, become part of our DNA. I don’t want our business to turn into a museum.” **Global Account Manger - Shell**

“Being new to the group the Value Wheel gave me an excellent insight to our business. The course assisted me to gain an understanding, but was easy & clear to follow the process being explained.” **DuPont Line Manager**

“The Value Wheel taught us how to engage with strategic customers and targeted accounts and revolutionise the way we merchandise value and who we do it with in the customers organisation.” **Kevin Beard – LogicaCMG**

“It assists in the construction of sales proposals and presentations, ensuring these are both relevant and linked directly to buying influences needs and issues.” **Paul Woods – MCI**