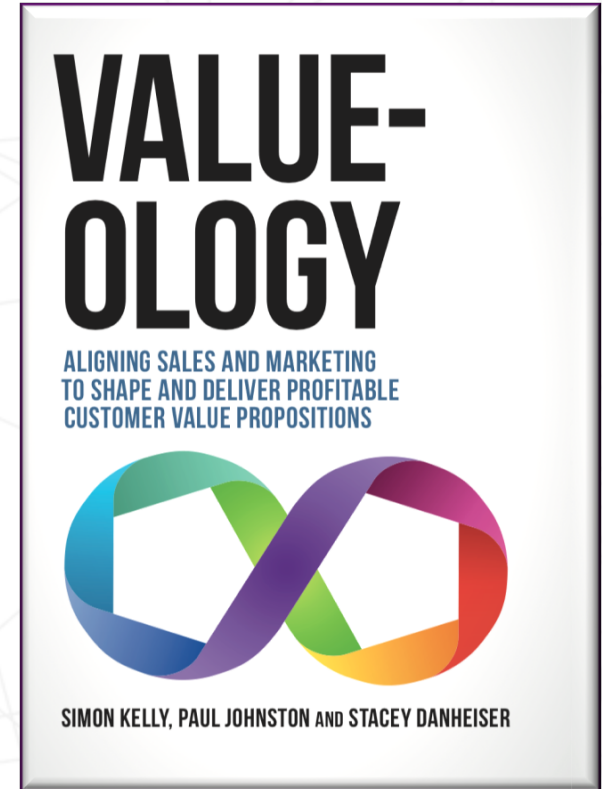


7 Reasons why Value-Ology is your secret weapon





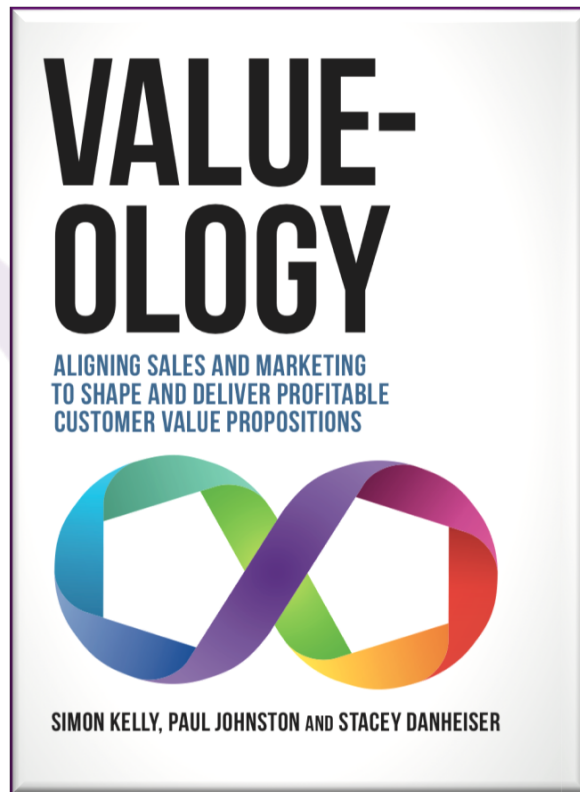
Colin Shaw



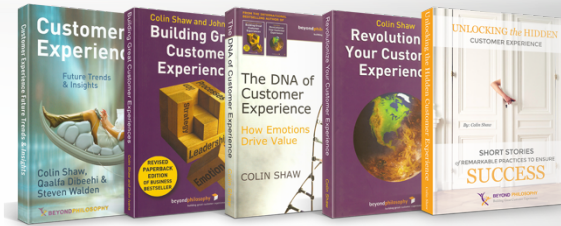
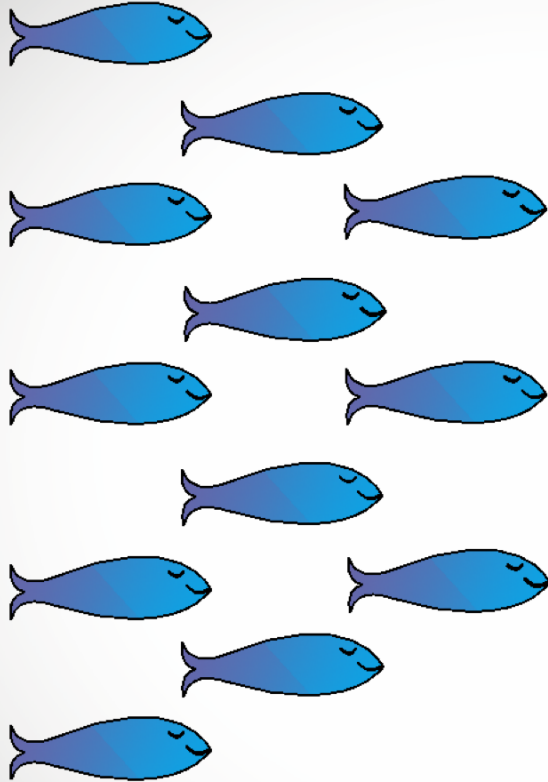
Simon Kelly



Paul Johnston



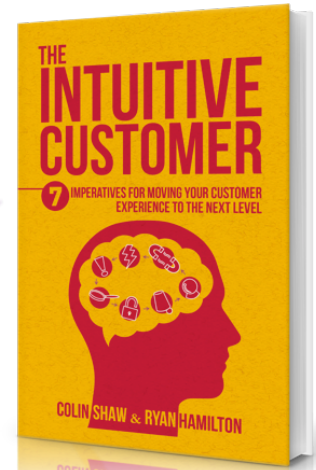
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GRATEFULLY RECOGNIZED AS

BRAND
QUARTERLY
TOP 50 MARKETING
THOUGHT LEADERS OVER 50

LinkedIn
TOP 150 BUSINESS
INFLUENCERS



EMORY
UNIVERSITY

**London
Business
School**

Independent report by Forrester

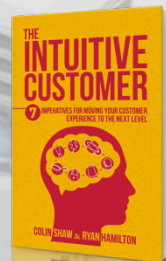
Maersk Line increased their Net Promoter score by 40 points in 30 months, which increased Shipping volumes by 10%

**FORRESTER®** **MAERSK LINE**

RICOH

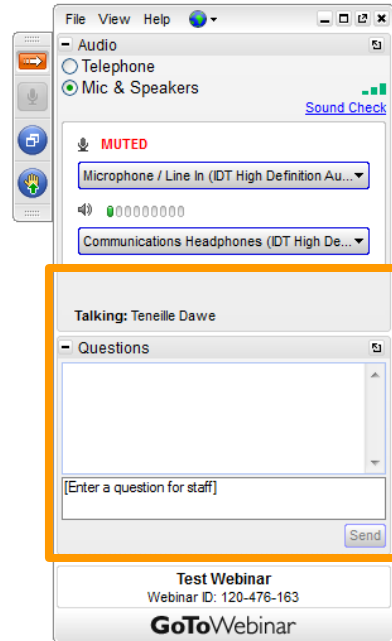
imagine. change.

"We have Increased our Net promoter score by 34 points in 30 months using Beyond Philosophy's methodologies. We have grown revenues by 10% year on year, in a 'shrinking printer usage market"



Glenn Laverty
President & CEO Ricoh Canada

Any questions?



Type them in using
the Questions Panel in
the control panel



@ColinShaw_CX

7 Reasons why **Value-ology™** is your **secret weapon**

And how to start delivering it to your customers



www.value-ology.com

Today's Webinar Will Cover

- What customers are really looking for from your organization
- What Value-ology is and how it can help drive growth and great customer experiences
- Specific actions to take to start delivering customer value



Value-Ology is the art and science of creating customer value



Why focus on customer Value?



While **Solutions** focus on customer problems and benefits

Value adds to this by giving a clear focus on what the customer cares about

You need to stay relevant because...



Longaberger Headquarters in Ohio

Beauty is in the eye of the beholder

Customers use a range of value criteria

Customer value changes depending on the situation

7 reasons

1. Customers want value, not products
2. Organizations that use value-ology grow faster
3. To resonate with customers – and stop wasting money
4. Customers are moving ahead without you
5. Which means....marketing and sales need to be aligned
6. To be more relevant, persuasive and sell more
7. It's not just about the sales it's about service ...and experience



#1

Customers want value, not products

- Only 16% of C Level customers chose a vendor because of their product
- Customers want salespeople that understand their business and can provide a solution

What to do

- Stop talking past each other
- 83% of marketers don't have a clear definition of value proposition.
- In our experience 'value' and 'value proposition' mean vastly different things



#2

Organizations that use value-ology grow faster

- Aberdeen group research said that organizations who effectively leverage on-line resources (value-ology approach) grow 21%
- Customer-centric orgs are 60% more profitable compared to those that aren't (Deloitte and Touche)

What to do

- Look outside-in
 - *Do we know our customers, their behaviors, preferences, buying patterns, needs, etc.?*
 - *Why do our customers do business with us?*
 - *What are our competitors doing (and we aren't) to win customers?*
 - *How do we gain market leadership that our competitors might find hard to match?*
- Leverage Online Resources to get smarter about your customers:



#3

Resonate with customers – and stop wasting money

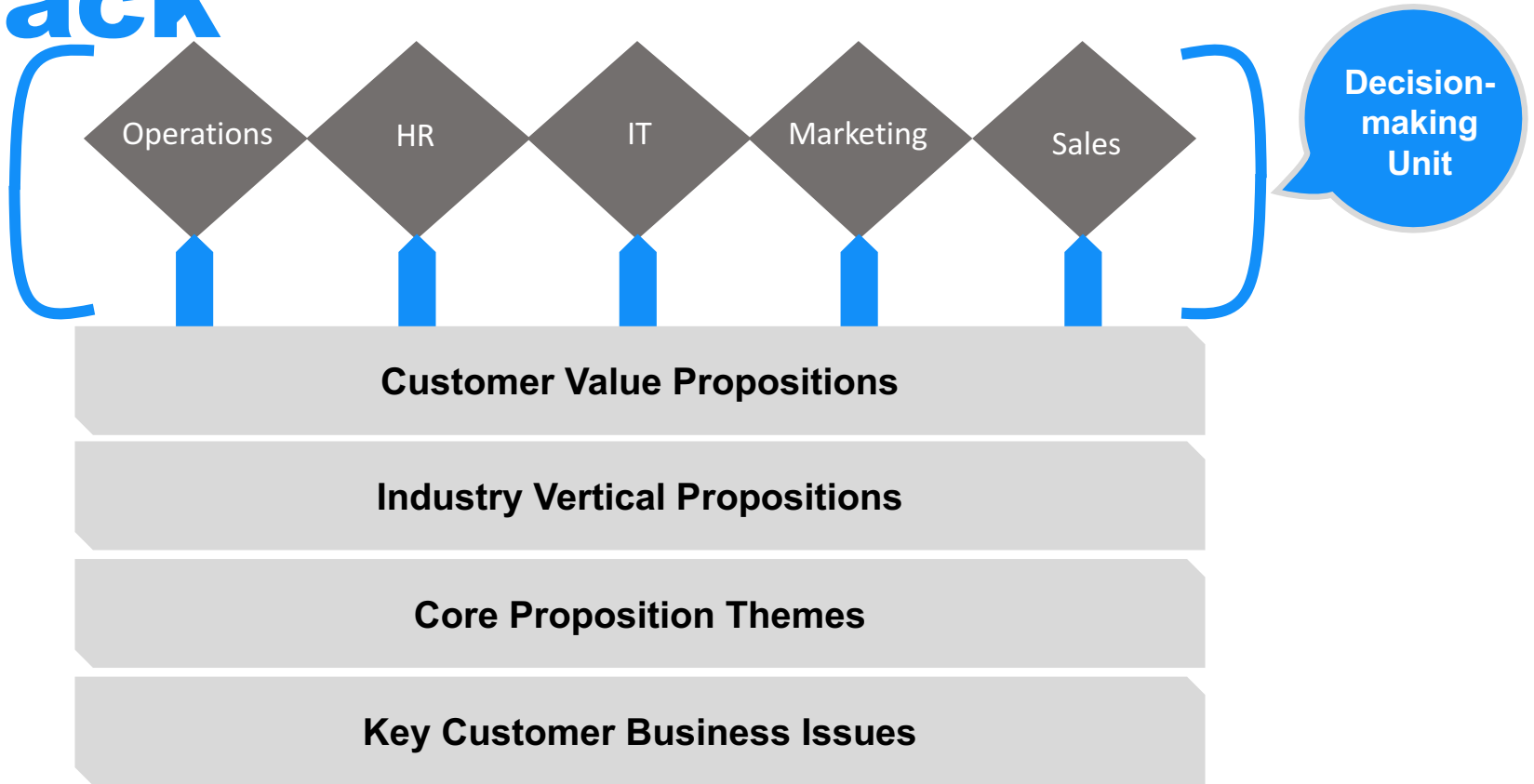
- B2B organizations waste \$958 million on ineffective marketing every year
- 94% of customers have completely disengaged with content because it fails to resonate (CEB)
- While 91% say they will pass resonating content on to peers
- 58% of offers end in 'no deal'

What to do

- Look at your website and sales presentations for meaningless claims like "world class", "end to end"
- Chunk up to values themes e.g. Agility, Security
- Use a 'Value Proposition stack' approach



Value Proposition Stack



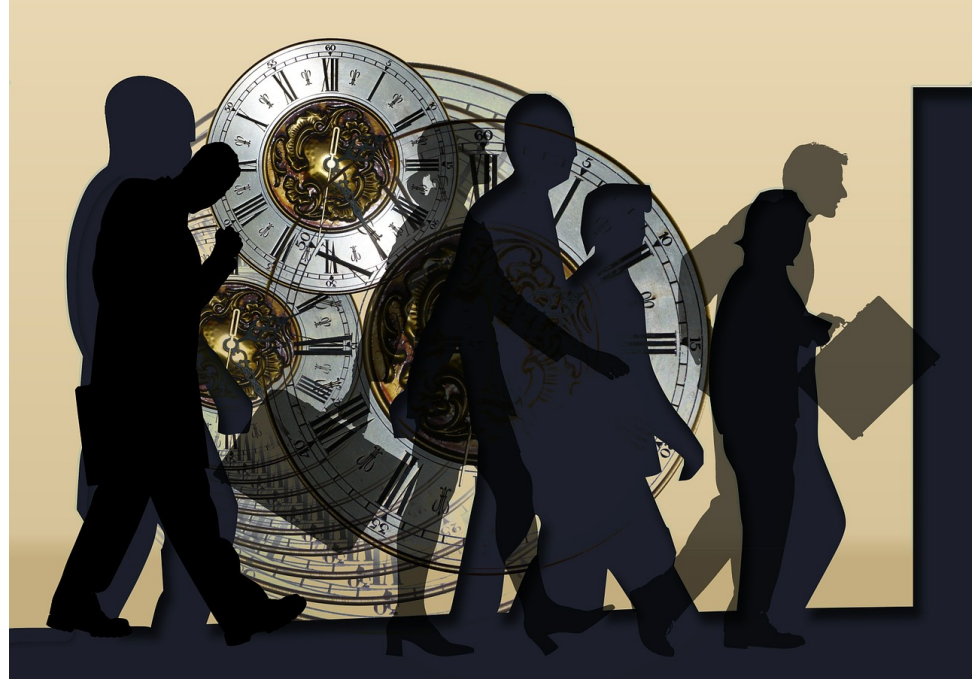
#4

Customers are moving ahead without you

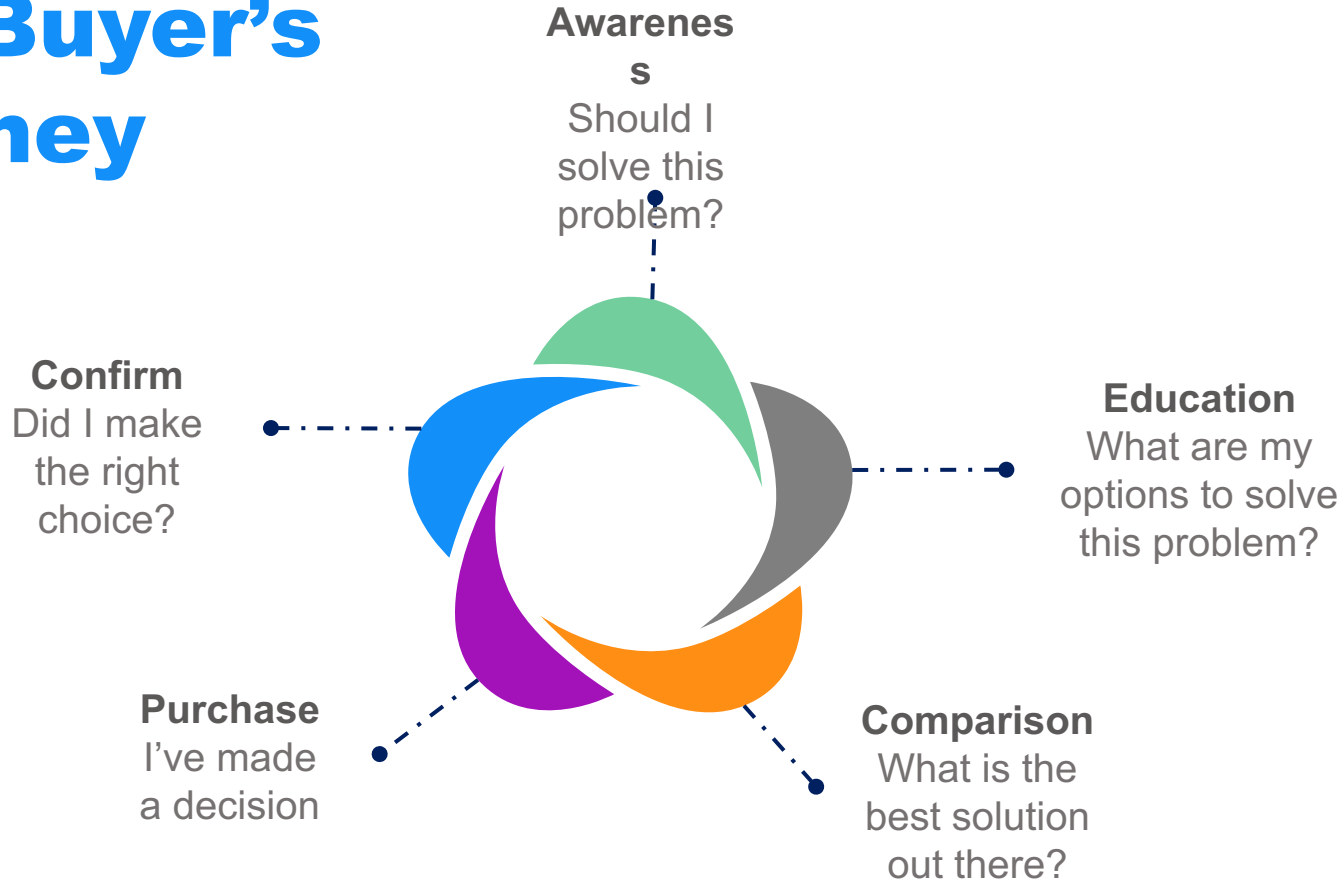
- Customers are typically 60% of way through buying process before they contact you
- 67% have a clear picture of what they want when they first speak to you

What to do

- Map out your buyer's journey – how are they making decisions?
- Identify opportunity for real dialogue along the buyer's journey



The Buyer's Journey



#5

Marketing and sales need to be aligned

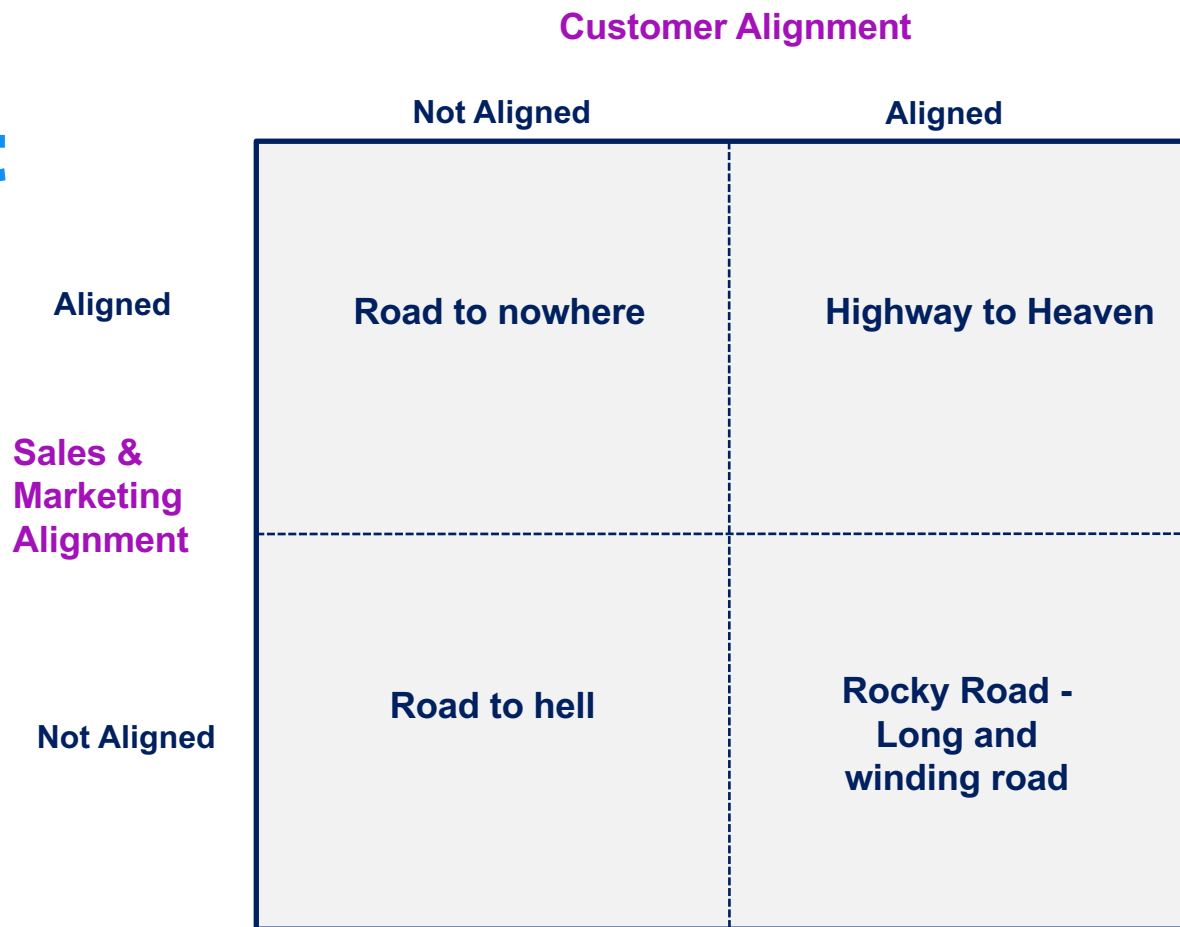
- **Highly aligned organisations typically experience 32% y-o-y growth (Aberdeen Group)**
- **Less than 40% of organisations say they are aligned to what customers want (Cespedes)**

What to do

- Understand where you are at now - alignment roadmap
- Align using GRRIPS model



Customer Alignment Roadmap



GRRIPS Alignment Framework

Theme	Action
Goals	Set common 'strategic goals' for marketing and sales (sIntegrate tactical goals that compliment strategic goals.
Roles	Understand that roles and interlocking and must work in harmony to achieve success. Agree 'duties' and 'rights'
Resources	Ensure resources required to 'get the job done' are understood. Develop clear mechanisms for budget requests and allocation.
Information and conversation flow	To be aligned to the customer there needs to be a constant flow back from the market place. Agree information flow and process for coordination.
Processes	Agree key processes for moving towards goals.
Success Measures	Agree what success looks like. Measure against the strategic goals. Make sure top level score cards are all the same colour!

#6

Be more relevant, persuasive and sell more

- **58% of deals end-up in no sale because value has not been proven (Qvidian Research)**
- **95% of executives want formal financial justification on significant purchase decisions (IDC)**

What to do



- Quantify the value your product or solution provides
- Use the musicAL approach:
 - ✓ Monetary calculation - of financial benefits minus costs
 - ✓ Unique - things that set you apart from competitors
 - ✓ Spend (costs) - how much the customer is prepared to pay
 - ✓ Impact - how it will positively impact the customer organisation
 - ✓ Capability - what it is that you can do for the customer to make this impact
 - ✓ **AL**igned - to the key needs of the customer

#7

**It's about service
and experience
too**

What to do

Follow-up with your customers —
are they getting the value you
promised?

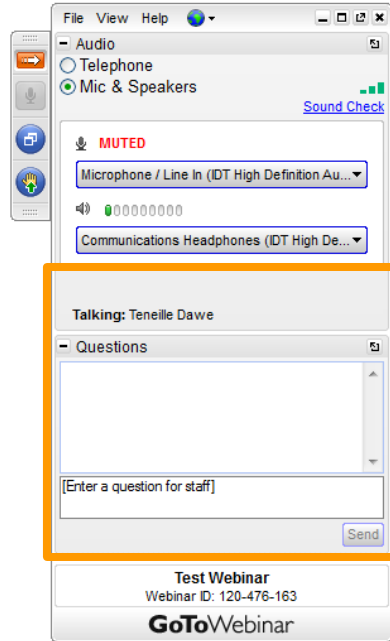


What's Next?

- Visit Value-ology.com
- Download our free e-book, “Rock Your Customer’s World” where we share our formula for a winning value proposition



Q&A time – send us your questions



Type them in using
the Questions Panel in
the control panel



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Next free webinars....

“The Intuitive Customer Conversation – Understanding Customer Behavior”

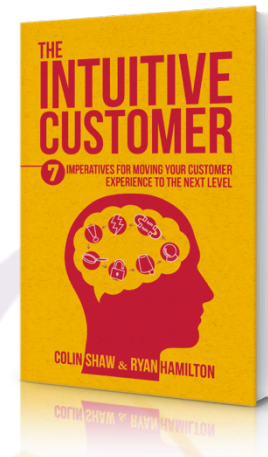
Monday April 10th 2017

The Intuitive Customer [free self-assessment](#) and compare yourselves against others

“The Future of CX today – New research”

Tuesday May 2nd 2017

[Future webinars](#)



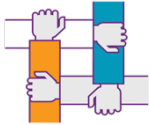
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Beyond Philosophy & how we work...



WE ARE PRACTICAL THOUGHT LEADERS

We take a scientific approach; we don't just look at the rational experience but also what drives human behavior - emotions, subconscious, behavioral economics and psychology, and then mix this with a practical implementation. Thought leadership with real world results. Hence our name '*Beyond Philosophy*'



WE ACT AS YOUR GUIDE AND PARTNER

We'll help you develop the strategy, guide the initiatives, and even train your CX team on our tools & methodologies. We do not wish to embed ourselves or be 'camped out' in your organization.



WE REDUCE RISK AND INCREASE PERFORMANCE

We have a variety of proven tools and techniques to apply to your unique situation. We build a program around what will get you the best results. Through our vast experience we know what works and what doesn't.



OUR EXPERIENCE IN CUSTOMER EXPERIENCE IS VAST

We are the first operational CX consultancy and training company in the world. Since 2002, we have had the pleasure to serve many of the top organizations across the globe.



WE FOCUS ON WHAT WILL DRIVE VALUE (\$) FOR YOU

We do not believe in 'exceeding Customer expectations' at every point of contact. We do believe in identifying and focusing on those aspects of your experience that will drive the most value for you. To help achieve this we have the world's largest database of what drives Customer emotions.



SEASONED CUSTOMER EXPERIENCE TOOLS & METHODS

With our vast experience we know what works and what doesn't. We have evolved our tool set in practical implementation and these are proven to work. We can use these on our engagement or we can train your people on how to do this or a mix of both.

_CX