

Offering Analysis

Customer needs are constantly changing, and the rate of change continues to accelerate. This is driven by two key factors; easier access to data, and an ever more competitive global environment. The result? In the last five years business has become harder than at any time in the history of commerce. Everybody now has access to the same information, so differentiation through traditional methods, such as specialist product or service knowledge, has become virtually impossible, resulting in lower margins, less certainty in the pipeline and ultimately a reduction in profitability and revenue numbers.

So how do companies maintain competitive advantage, and hence revenue and profit growth, given these new dynamics? The answer can only be by identifying market needs earlier than anyone else, and then using this critical knowledge to engage with customers who have any given need, way ahead of their competition.

ICDL's Offering Validation workshop explores one or more of your current offerings to determine how closely aligned they are with your customers' current needs and analyses exactly how much Competitive Advantage is created by each offering for your business. This also enables you to determine how much value any particular offering is creating for your customers, and hence for your business. This analysis will assist you in determining how much resource should be focused on any particular offering, as well as identifying opportunity areas where new channels, partners or offerings may benefit your business.

As a pre-requisite for this workshop, ICDL's Research for Marketers and Market Analysis workshops should have been successfully completed. These workshops takes attendees through the process of evaluating drivers at Market level and the creation of ICDL's 'Early Warning' market map, followed by the determination of areas of clear need at a sector/segment level which in turn are mapped in ICDL's 'Market Map'. This information then forms the input data for this Offering Analysis workshop.

Outcomes:

- Clear analysis of what capabilities would be required to fulfill each identified market need
- A clear analysis of the constituent capabilities that go into any one specific offering



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- A map showing how closely aligned the offering is to the current market need highlighting areas of underlap and overlap
- Clarity of current position with regard to competitive advantage/disadvantage by offering
- Identification of areas which may need strengthening or areas where current capabilities are no longer adding value
- Identification of offerings that are 'overheads' (more competitive disadvantage than advantage) and should be de-focused or dis-invested
- Identification of offerings that are, or could easily be turned into stars.

Duration

This is a two-day event, and is ideally suited for senior marketing executives.

Note: this workshop requires continuous access to the internet for all participants. Participants will need their own laptops with them for this workshop.

"The ICDL model focused the energies of the StreamServe sales team into looking at their offering from the customer's perspective. This ensures a much more aligned set of offerings that clearly deliver competitive advantage for StreamServe's customers by enabling them to deliver enhanced benefits to their customers".

JOE FRANCIS, DIRECTOR WORLD WIDE SALES OPERATIONS, STREAMSERVE INC

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail enquiries@thebusinessaccelerators.com

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