

Value Positioning

The ability to accurately Position the Value your organisation creates for customers in such a way that it creates clear differentiation and competitive advantage is becoming a critical success factor for many organisations given the relentless and accelerating pressure on price and hence margins. This pressure is driven by customers who can no longer understand why they should pay more than the minimum for anything, nor what makes you different. Hence, without Value to differentiate you, price becomes the ultimate decision trigger for customers.

This workshop is designed for sales people looking to better understand what makes you different and how to position real Value to their customers in order to move the decision criteria away from price.

This workshop is also of value to your customer facing non-sales people, as Value, once positioned needs to be continually re-enforced. Without a clear understanding of Value and how it is positioned, your customer facing non-sales team will not be able to underpin the Value positioned by your sales team. This creates the potential for confusion in the mind of your customer about what type of organisation you are, which has the effect of once more reducing the decision criteria to price.

These days, technicians, financial teams, project managers and other staff who have traditionally had back-room roles are becoming significant parts of the customer relationship management and value based sales processes. ICDL's Value Positioning Workshop provides them with the knowledge they need to deal with customers and contribute to the successful development of these sales relationships.

Content

- Situational analysis – researching and understanding the customer need
- The key skills of successful opportunity management
- The process, language and tools of effective selling
- How to apply the learning in the real world – aligning your offering to your customer needs.

This event is divided into four sections;

1. Important to the customer

This section begins the process of looking at your company through the eyes of your customer. Participants are taken through an understanding of what knowledge is required to ensure success and are shown how to capture the most salient elements of required data.



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2. Identifying the customer's needs

This section is all about understanding what is important to your customer and unique to you. Using the knowledge gained in Section 1, participants are taken through the process of creating competitive advantage in opportunities, based on the creation of 'Mutual Value'. This involves understanding what the customer's desired benefits look like, and how they can be fulfilled by your organisational capabilities. Value is delivered for your customer at the point where these two elements coincide (Mutual Value Alignment).

3. Putting your Knowledge into Practice

This section expands on the concept of Value using ICDL's Five Types of Value model, and examines ICDL's Value Selling Process. Participants are introduced to the concept that value looks different to different people within an organisation, and their roles and hence differing needs of individuals are explored through ICDL's EMO (Executive, Management, Operational) model.

4. Rising above the competition

This section provides an overview of specific processes for analysing and mapping your Competitive Advantage when defending and growing existing opportunities, or when attacking and winning new opportunities. The section starts with examining 'what makes you different'. This is followed by a look at the process of creating Competitive Differentiation – how to make "us" more valuable to the customer than "them". ICDL's Win-'o'-meter® and Triangle of Comparison are introduced during this section. These tools are used to help participants evaluate an opportunity.

Duration

This is a one-day event.

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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