

INSERT LOGO

Value Proposition

Product Manager

<presenter name>

<Email>

<Date>

Significant opportunity appears to exist with Corporate Clients but more research is needed

Situation

- Grass roots programs focused on corporate clients in large markets have driven significant same store sales growth
- The staff conducting the sales calls is un-trained and using self-generated gorilla marketing materials
- The cost of a dedicated sales staff has increased rapidly over the past year.

Impetus for Change

- We have seen many requests from the field to support these efforts in the past six months
- Grass roots programs are spreading wildly and standardization is needed
- Inconsistent messaging to these Clients not only makes us look unprofessional but may hinder growth in this and other channels

Key Questions

Should we invest the time and effort to launch a consistent value proposition and equip and train the emerging sales force?

Contents

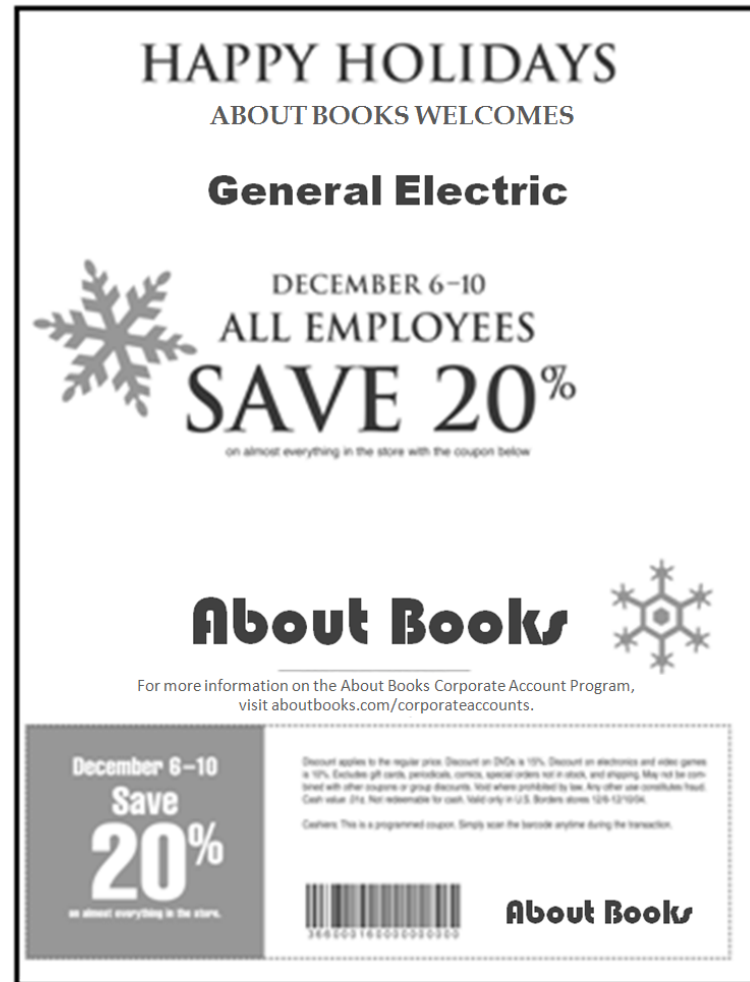
Current gorilla marketing tactics

How to develop a value proposition

Potential value propositions

Next steps

Gorilla marketing techniques are most often promoting a discount as the value proposition



Promoting the right book to a Corporate Client is a higher value proposition, but we need better material

01/13/2005 12:21 FAX 002

Home... Browse & Search... Merchandising & Promotions... Order... Account Management... Reports... Programs & Catalogs... INGRAM

Product Detail (2 of 2 Products)

How Full Is Your Bucket?: Positive Strategies for Work and Life

Contributor(s): Tom Rath (Author), Donald O. Clifton (Author)

ISBN: 1595620036

Publisher: Gallup Press

US SRP: \$ 19.95 US - (Discount: REG)

Binding: Hardcover

Pub Date: August 2004

Annotation: Written in an engaging, conversational style by the coauthor of the bestselling "Now, Discover Your Strengths," this book includes colorful stories, five strategies for improving personal emotions, and an online test that measures readers' emotional change.

This item is Returnable

Additional Information

BISAC Categories: Business & Economics | Motivational | Self-Help | Personal Growth | Success | Self-Help | Personal Growth | Happiness | Self-Help | Motivational & Inspirational

Dewey: 158.1

LCCN: 2004106559

Lexile Code: NA

Features: Bibliography, Illustrated

Physical Info: 0.71" H x 8.52" L x 5.52" W (0.75 lbs) 128 pages

Descriptions, Reviews, Etc.

Publishers Weekly (Monday, June 07, 2004): In this brief but significant book, the authors, a grandfather-grandson team, explore how using positive psychology in everyday interactions can dramatically change our lives. Clifton (coauthor of Now, Discover Your Strengths) and Rath suggest that we all have a bucket within us that needs to be filled with positive experiences, such as recognition or praise. When we're negative toward others, we use a dipper to remove from their buckets and diminish their positive outlook. When we treat others in a positive manner, we fill not only their buckets but ours as well. The authors illustrate how this principle works in the areas of business and management, marriage and other personal relationships and in parenting through studies covering a 40-year span, many in association with the Gallup Poll. While acknowledging that most lives have their share of misfortune, the authors also make clear that how misfortune affects individuals depends largely on their level of positive energy and confidence. The authors also underscore that our human interactions provide most of the joys or disappointments we receive from life. The book comes with a unique access code to www.bucketbook.com, which offers a positive impact assessment and drop-shaped note cards that can be used to give praise and recognition to others. 100,000 first printing. (Sept.) Copyright 2004 Reed Business Information.

Publisher Marketing: Organized around a simple metaphor of a dipper and a bucket, How Full Is Your Bucket? shows how even the briefest interactions every day profoundly affect...

Stock Check

as of 01/12/2005 at 09:10:00 PM

Status	IN	OR	PA	TH
On Hand	152	496		
On Order			154	

Quick Order Cart

Qty: 1

View/Edit Cart

Selection List Options

Add to Selection List:

New List

Qty: 001

Note (optional):

Add to List

Set(s) Containing Title:

View Other List:

010704cg

Download Product Detail

Download Product Detail

MARC-G (Generic) Format

Download

Single Holding Order

To order this item now, fill out this section and click Order. The item will ship with your next order unless it is a Direct to Home order. Direct to Home orders do not combine with other orders.

PO Number:

Accession:

Qty: 1

Direct to Home:

Direct to Home (Military)

Order

01/13/2005 12:22 FAX 003

discoveries are at the heart of How Full Is Your Bucket? Written in an engaging, conversational style, the book includes colorful stories, five strategies for improving personal emotions, and an online test that measures readers' emotional change. How Full Is Your Bucket? is a quick, breezy book that helps readers boost the amount of positive emotions in their lives, and in the lives of those around them.

Review Citations:

- Publisher's Weekly 06/07/2004 pg. 39 (ISBN 1595620036, Hardcover)

Contributor Bio: Donald O. Clifton

Clifton is the past chairman of The Gallup Organization and the current chair of the Gallup International Research & Education Center. He is the chief designer of the StrengthsFinder Profile.

Email other people about this product detail

Separate multiple addresses with semicolons.

Mail to:

Copy the data to this email:

Subject:

Message:

Notify our database administration group about errors in the data.

previous product in list | return to list

Display: Standard View

Home... Browse & Search... Merchandising & Promotions... Order... Account Management... Reports... Programs & Catalogs... INGRAM

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On a recent mystery call, the following discount based quote was given on a blank sheet of paper

Title	Author	Subject	Qty	Disc Price	Ext
Good To Great	Collins, Jim	Mgmt & Leader	50	\$ 20.63	\$ 1,031.50
1001 Ways To Reward Employees	Nelson, b	Mgmt & Leader	50	\$ 8.21	\$ 410.50
Confronting Reality	Bossidy, Larry	Mgmt & Leader	50	\$ 19.46	\$ 973.00
Five Dysfunctions of Team	Lencioni	Mgmt & Leader	50	\$ 17.21	\$ 860.50
First Break All The Rules	Buckingham	Mgmt & Leader	50	\$ 20.25	\$ 1,012.50
It's Your Ship	Abrashoff	Mgmt & Leader	50	\$ 18.71	\$ 935.50
Execution	Bossidy, Larry	Mgmt & Leader	50	\$ 20.63	\$ 1,031.50
How Full Is Your Bucket	Rath	Mgmt & Leader	50	\$ 14.96	\$ 748.00
21 Indispensable Qualities of Leader	Maxwell, John	Mgmt & Leader	50	\$ 13.49	\$ 674.50
Little Red Bk of Selling	Gitomer, Jeffrey	Sales	50	\$ 14.96	\$ 748.00
What Clients Love	Beckwith, Harry	Sales	50	\$ 16.46	\$ 823.00
Customers for Life	Sewell, Thomas	Sales	50	\$ 11.21	\$ 560.50
Make Your Contacts Count	Baiber, Anne	Sales	50	\$ 11.21	\$ 560.50
Dealing With People You Can't Stand	Brinkman, Rick	Communication	50	\$ 11.21	\$ 560.50
Fish	Lundin	Business Life	50	\$ 14.96	\$ 748.00
Getting Things Done	Allen, David	Business Life	50	\$ 10.50	\$ 525.00
Developing Leaders Around You	Maxwell, John	Mgmt & Leader	50	\$ 17.24	\$ 862.00

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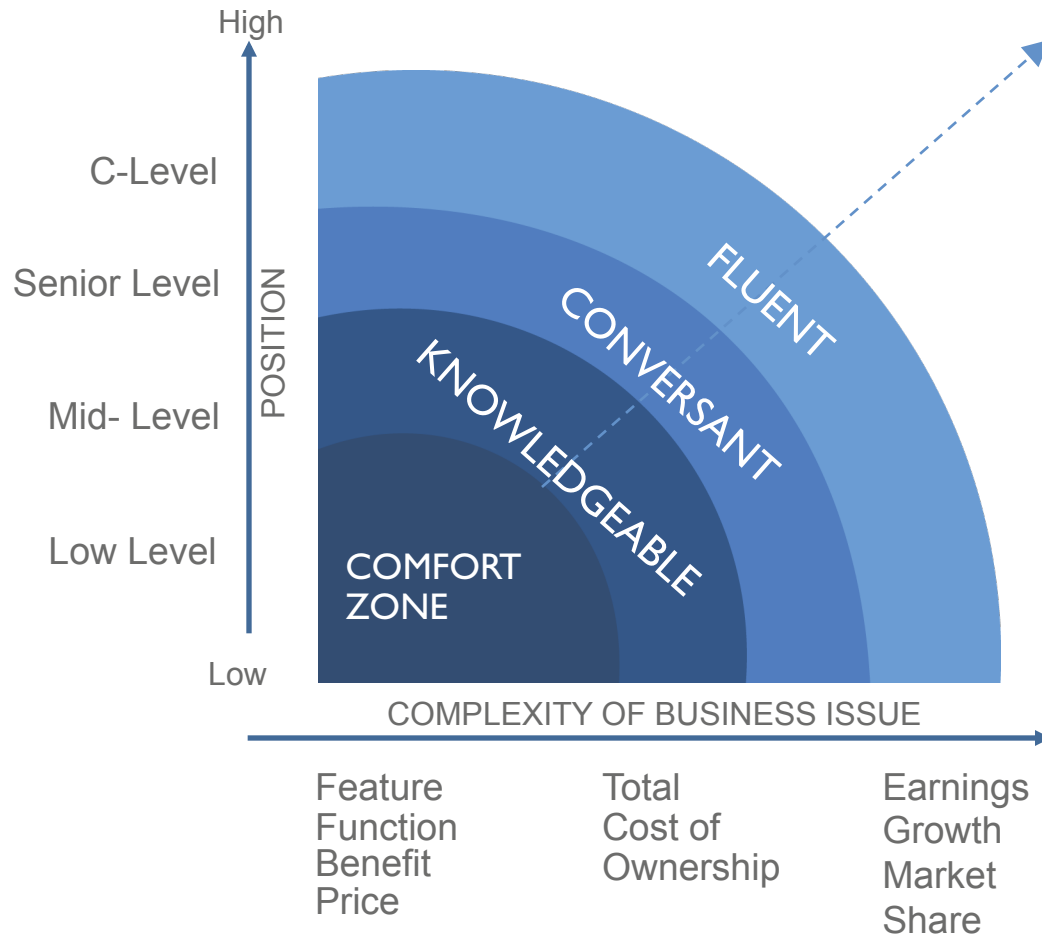
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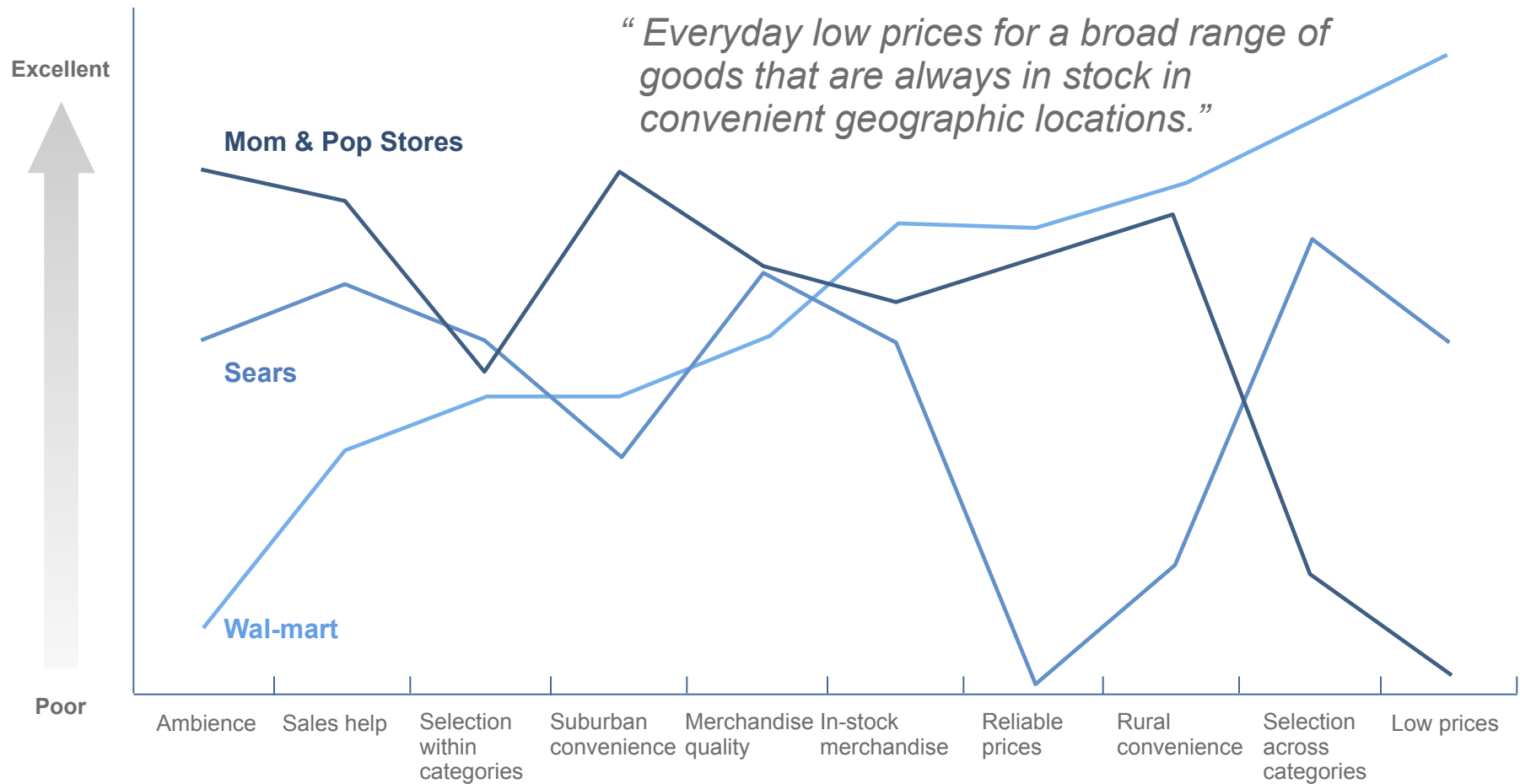
In any selling environment you must have a sustainable advantage



Key Components for Creating Compelling Value Propositions:

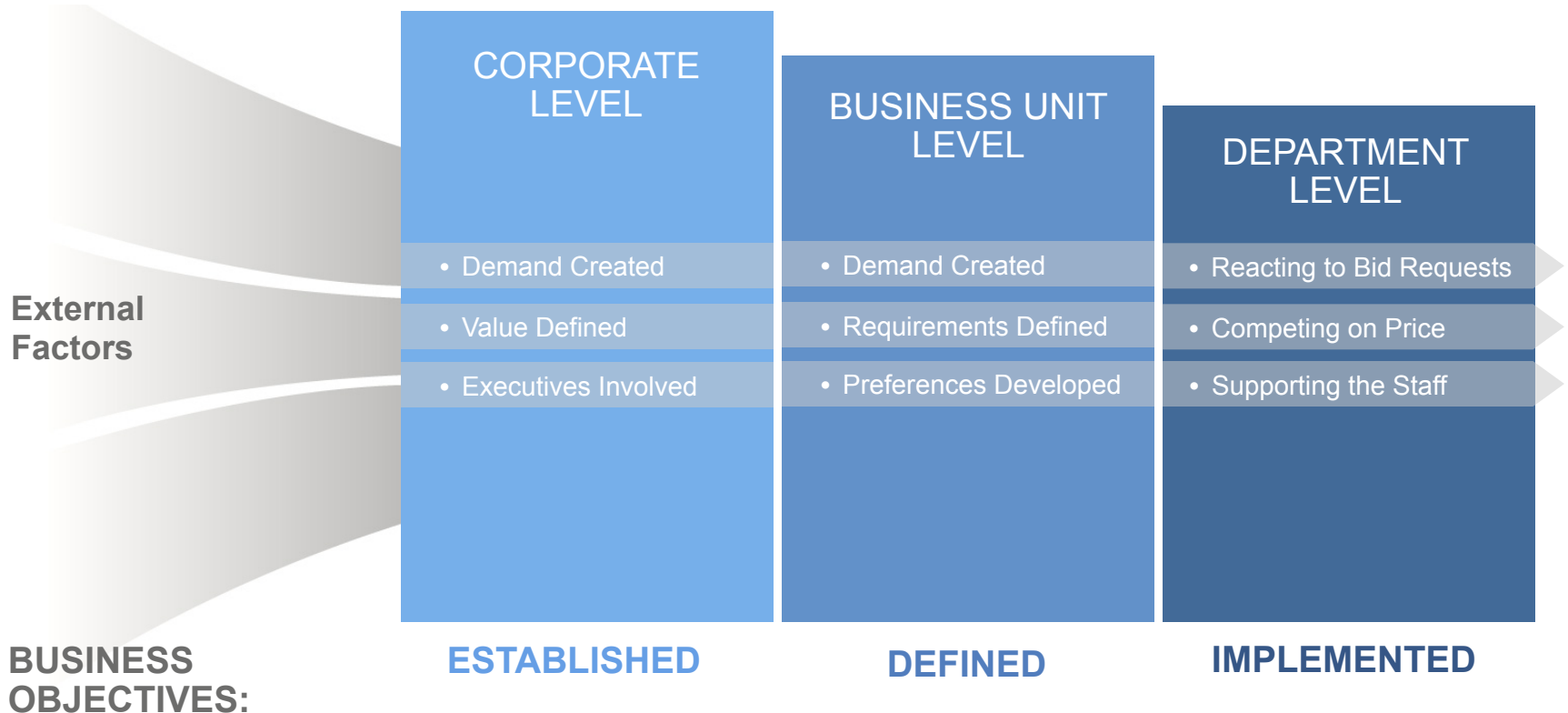
1. Understand **business issues** that drive corporate performance.
2. Link **business solutions** that address business issues creating operational change.
3. Quantify the **impact of your solution**.

Wal-Mart has a distinct value proposition that clearly explains why customers should buy



Notes: In approximate reverse order of importance to Walmart's target customer group

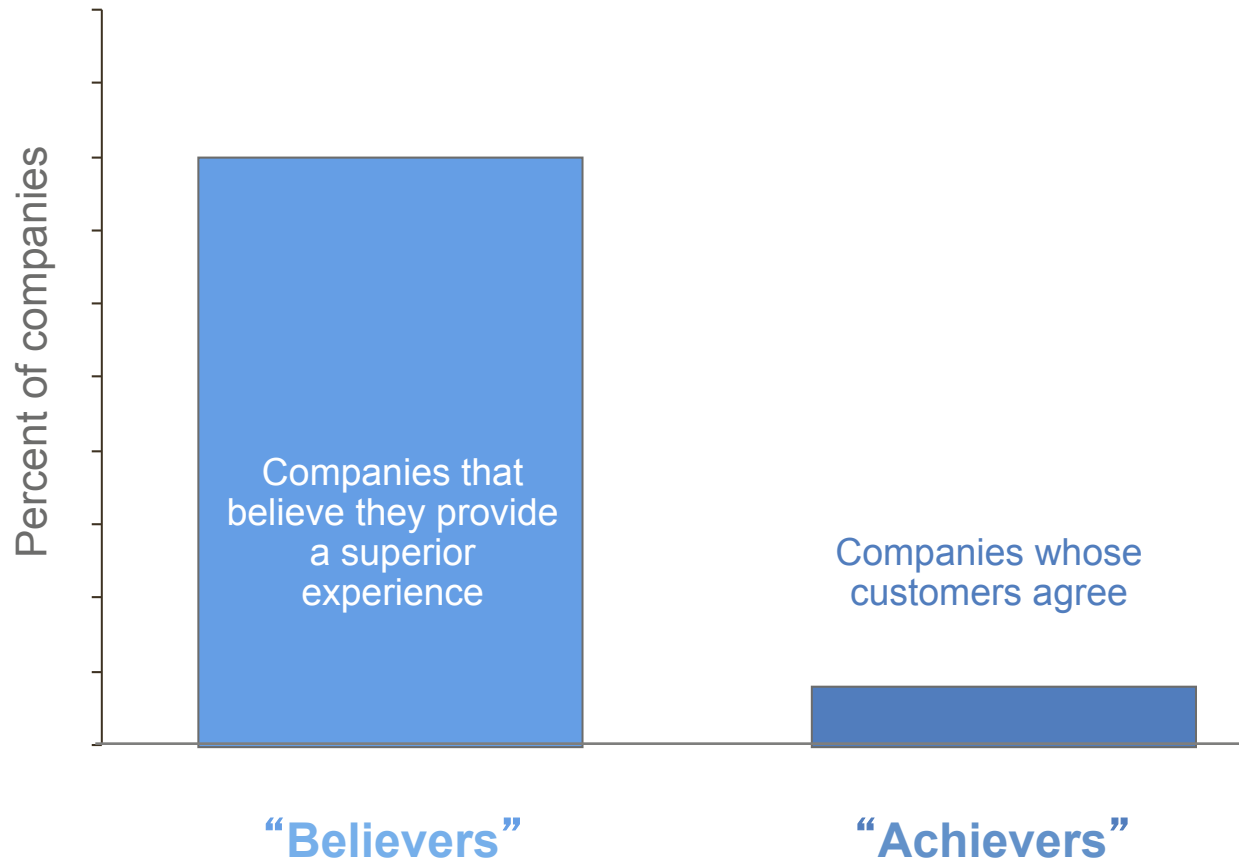
Value propositions must be tailored to the needs of your audience



Value propositions only provide value when aligned to business issues

Business Issue (Initiative)	Solution (Business Change)	Business Impact (Metric)
Reduce customer churn and problem transaction costs.	<u>Customer Portal Development & Deployment</u> <ul style="list-style-type: none"> Value Added Service Partner Development Professional Services 	<ul style="list-style-type: none"> Average Revenue per User Return on Sales Return on Assets Churn Rate
Identify new products and markets to grow revenue.	<u>E-Commerce</u> <ul style="list-style-type: none"> Billing Application Service E-Marketplace Customer Care Web Services (Internet platform) 	<ul style="list-style-type: none"> Average Revenue per User Market Share Product Mix Channel Mix
Improve asset utilization by eliminating waste and duplication.	<u>Data Center & IT Systems Consolidation</u> <ul style="list-style-type: none"> E-Commerce Workforce optimization Supply chain management Professional services best practice 	<ul style="list-style-type: none"> Cost of sales Head Count (FTE) Capital Expenditures Return on Assets Profitability

Gap exists in the delivery of value



Source: Bain Growth Study

Winning value offerings are consistently delivered and reinforced by all channels via concise positioning statements

For <target audience>

What is the target customer for this positioning?

**Offering is
<summary of
market offering>**

What elements of the market offering are most relevant & distinct to this customer?

**That will
<summary of
benefits & worth>**

What benefits & worth are most compelling & distinct for this customer?

**Because <support
for claims>**

What data & information supports our claims for this customer?

Discovery of segment needs and attitudes contributes directly to the development of high impact value propositions

About Books research: K-12 education segment

- Qualitative research (Focus Groups)
- Quantitative Research (Survey Instrument)

Potential elements of a market offering that resonate with this segment:

- Consistently accurate and complete order fulfillment
- Production consistency and high quality products (woods, joinery, finishes, etc.)
- Predictable, on-time cabinet delivery
- Rapid hassle-free resolution of errors when they occur (shipping damage, ordering mistakes, production errors, etc.)
- Timely access to supplier information such as product updates, new styles and finishes, plant or distribution problems, etc

Key questions to assess:

- What is the customer benefit for each element?
- What is our current capability in this area?
- What is the cost to deliver this value element?
- Is this element a sustainable differentiator? How are competitors likely to respond?
- What are the pricing implications?

We are not alone, most companies can improve their ability to convey and deliver value to B2B customers

Typical State

- Few sales representatives understand or can articulate all of the ways that their company creates value for its B2B customers
- Customers lack understanding and appreciation of value delivered vs. tradeoffs and consequences
- Linkage between value provided and deal terms is inconsistent and often weak
- Reinforcement of value created for customers is limited
- One-size-fits-all mindset is often applied

Desired State

- Effectively communicate *total* value being created for customers, *differentiating* from the competition on key dimensions and *tailoring* by segment
- Remind customers regularly and consistently of the value that has been created
- Directly link value provided with contract terms, ensuring resources invested wisely against appropriate buying influences
- Ensure customers clearly understand value tradeoffs and make informed decisions accordingly

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Value Propositions overlay decisions on products, services, programs, price and messaging

HR Departments in Large Companies:

About Books offers unique training solutions based on top selling business books through a highly knowledgeable staff. Delivering premium learning and development is now available for all disciplines with minimal cost and quick implementation.

K-12 Educators:

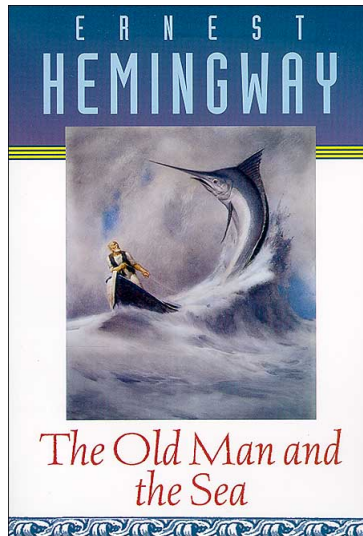
About Books provides one stop shopping for books, teacher guides, and student guides in over 400 stores and on-line. Educators are valued with discounts in excess of 20% and rewarded with points for future purchases.

A few key questions

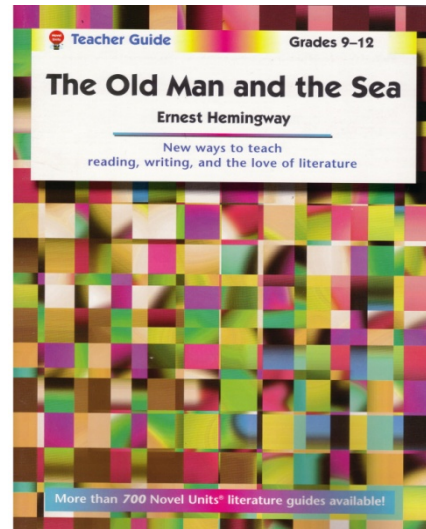
- What are the customer benefits of each value element? Can we quantify or at least estimate them?
- What is the cost to deliver each value element?
- What is our relative capability on this element compared to the competition?
- Is this element a sustainable differentiating factor?
- What are all of the other elements that we offer as an organization that combine to add value to accounts in each segment?

Illustration

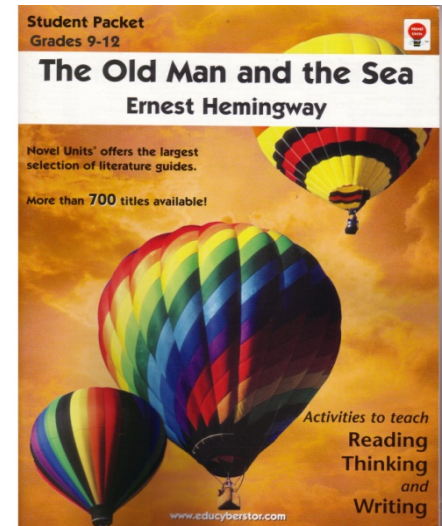
Within the education market, we may decide to bundle resources for teachers



Book



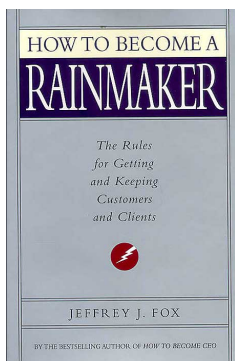
Teachers Guide



Student Guide

Illustration

HR Departments in Large Companies may be interested in purchasing Leader Guides with books



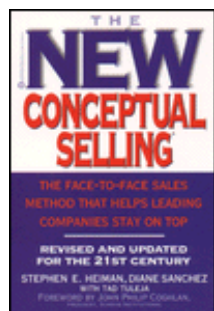
Book



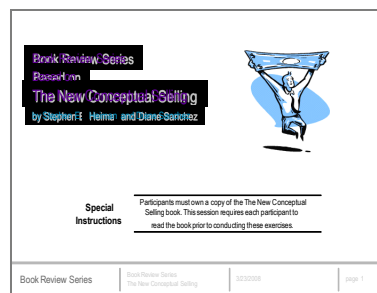
Multi Session
Leader's Guide



Support Tools



Book



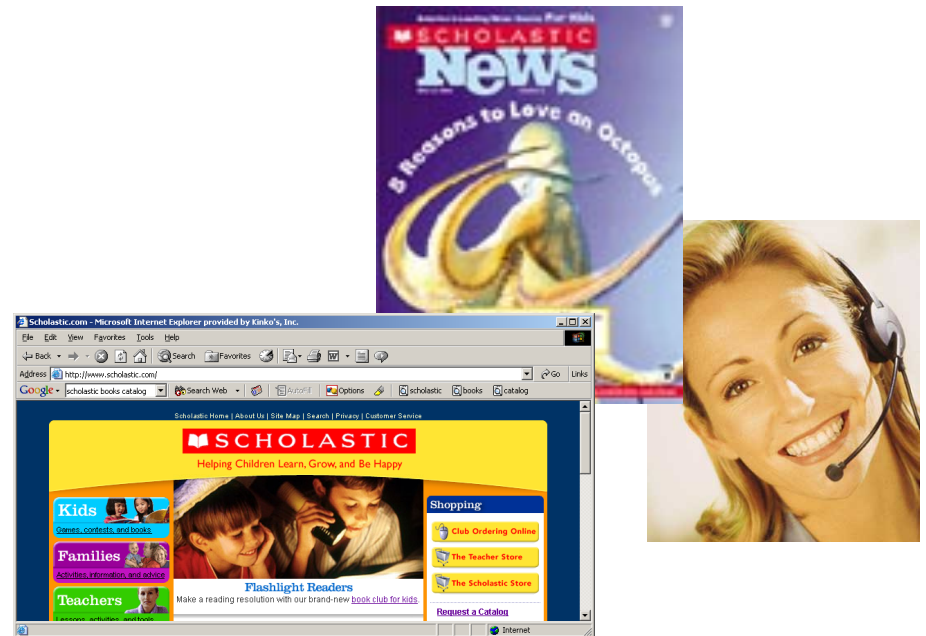
Single Session
Leader's Guide

Illustration

What are the most effective and efficient channels to reach newly identified potential customers?

Potential Channels

- Corporate and Educational Sales Representatives
- Strategic Account Executives
- Inbound and Outbound telesales
- Partners, Distributors, or Resellers
- Internet
- Catalog



Illustration

How will our Sales Reps most effectively interact with customers throughout the sales cycle?

Lunch and Learn

These seminars are ideal for attracting 10-12 key decision makers to a single on-site meeting environment like the About Books Cafe. The Corporate and Educational Sales Representative should receive materials monthly to conduct value added meetings.

Face to Face Meetings at customer site

While the most costly method of interacting with potential customers, it is often the path required to achieve large ticket sales. This activity should be tracked against the size of opportunities to allow for ROI measurement.

Tactical Communication

Promotions, quotes, coupons, e-mails, web-offers, newsletters, catalogs, direct mail, thank-you notes and telesales calls, are all catalysts to driving interaction between potential customers and sales representatives.

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Next Steps

- Determine the level of effort we want to apply to segmenting our clients – or do we just want to run with Education and Fortune 1000?
- How do we want to approach the qualitative and quantitative research?
- What are we willing to do differently?
- Determine key dates and milestones for our wants and label as required or nice to have.