



你好
goddag
Hello
Bonjour
Guten Tag
Salam
ALOHA
HOLA
SALUT
NI HAO
Ciao
Yela sac

The Value Challenge

UNDERSTAND,
CREATE AND DELIVER
OUTSTANDING
CUSTOMER VALUE...

...and get paid for it!





VALUE-BASED PRICING

Drive Sales
Boost Your Bottom Line
Creating, Communicating
and Capturing Customer Value

HARRY
AND MIKE

THE CHALLENGE OF VALUE

HOW TO DRIVE UP THE VALUE OF YOUR PRODUCTS AND SERVICES AND EARN A LOT MORE PROFIT!

Harry Macdivitt

THE SEVEN CHALLENGES OF VALUE

DISCOVER THE SECRETS OF CUSTOMER VALUE... BUILD YOUR REVENUE, IMPROVE YOUR MARGIN AND ENJOY A LOT MORE PROFIT...

Mike Wilkinson & Harry Macdivitt

"SOMEONE HAS TO TALK TO THE CUSTOMER! FROM **PRICE SETTING** TO **PRICE GETTING** - THE ROLE OF SALES"



THE #1 GOLDEN RULE FOR PRICE

1

Price is **Not** the reason
customers don't buy

Customers don't buy
because they don't see
the **Value** in our offer

SOMEONE HAS TO TALK TO
THE CUSTOMER.....AND
THEY HAVE TO
UNDERSTAND VALUE

WHAT IS
VALUE?

Value is a
Mystery!



VALUE?

We know what it
means to us!



BUT WHAT DOES IT MEAN TO OUR CUSTOMERS?



**Value is Defined
by your
Customers - Not
by You**

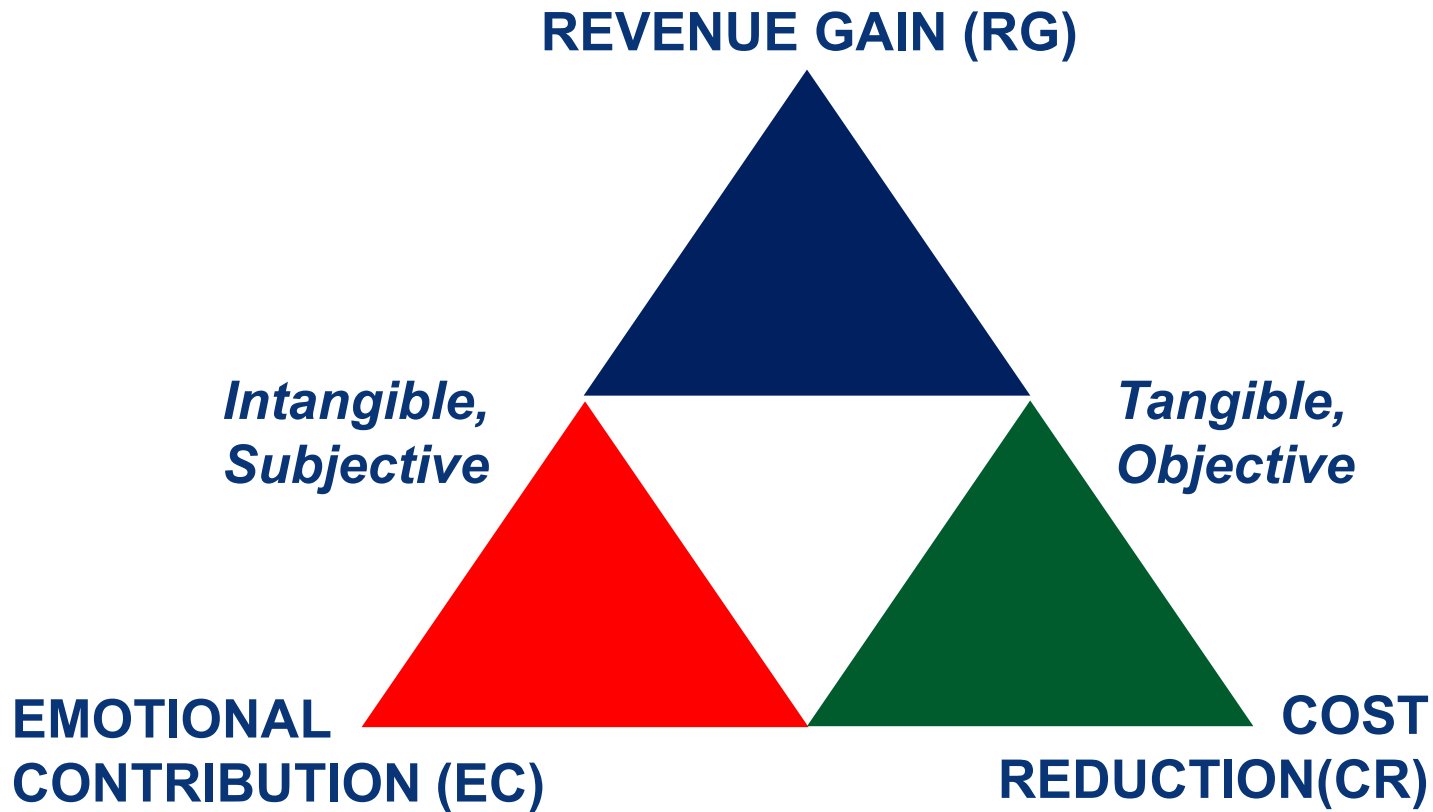
OUR MISSION?

**Solve
the
Value
Mystery!**



THE VALUE TRIAD[®]

DELIVERING CUSTOMER VALUE



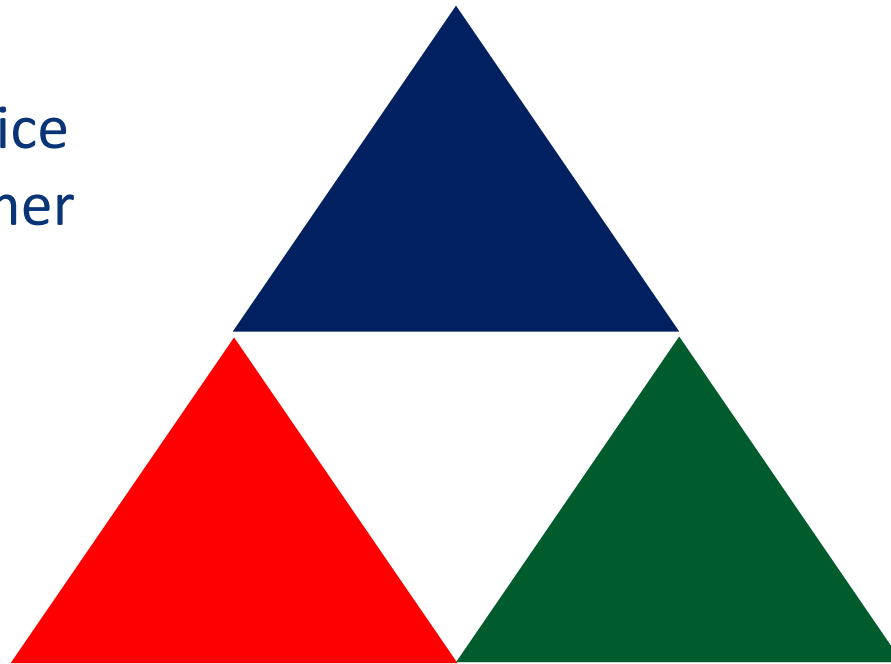
Source: Macdivitt, H., and Wilkinson, M. Value Based Pricing, McGraw Hill (2011)

THE VALUE TRIAD[®]

DELIVERING CUSTOMER VALUE

Revenue Gain –
how can our
product or service
help our customer
improve their
revenues?

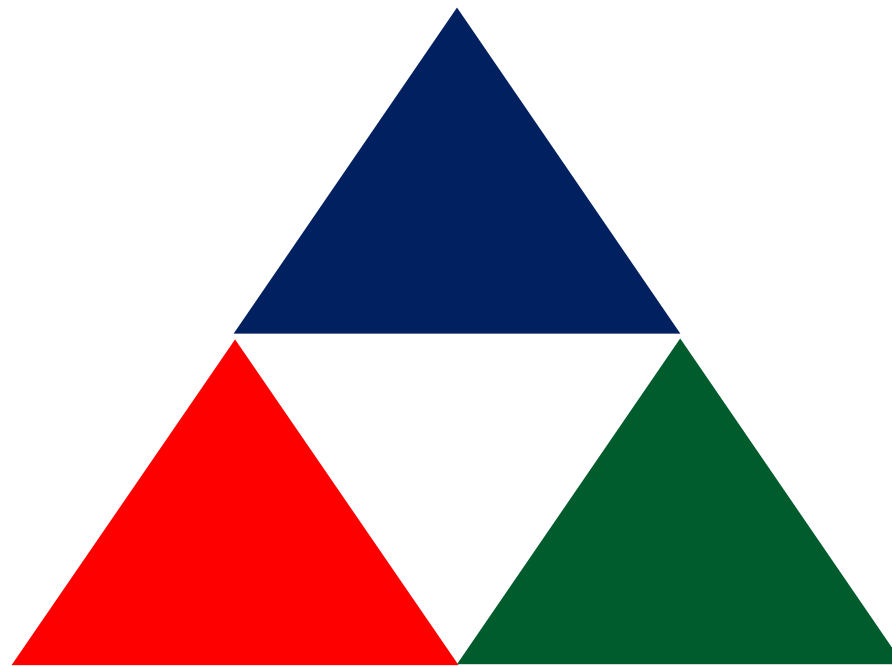
REVENUE GAIN (RG)



Source: Macdivitt, H., and Wilkinson, M. Value Based Pricing, McGraw Hill (2011)

THE VALUE TRIAD[©]

DELIVERING CUSTOMER VALUE



Cost Reduction

- how can our product or service help our customer reduce their costs?

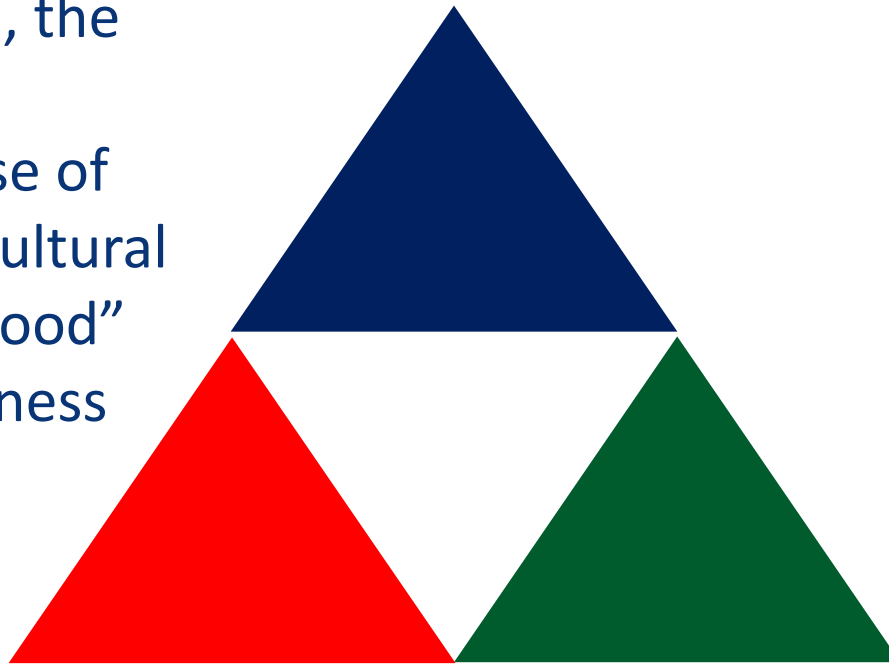
**COST
REDUCTION(CR)**

THE VALUE TRIAD[©]

DELIVERING CUSTOMER VALUE

Trust, confidence, the brand, the relationships, ease of doing business, cultural fit, just “feeling good” about doing business with you

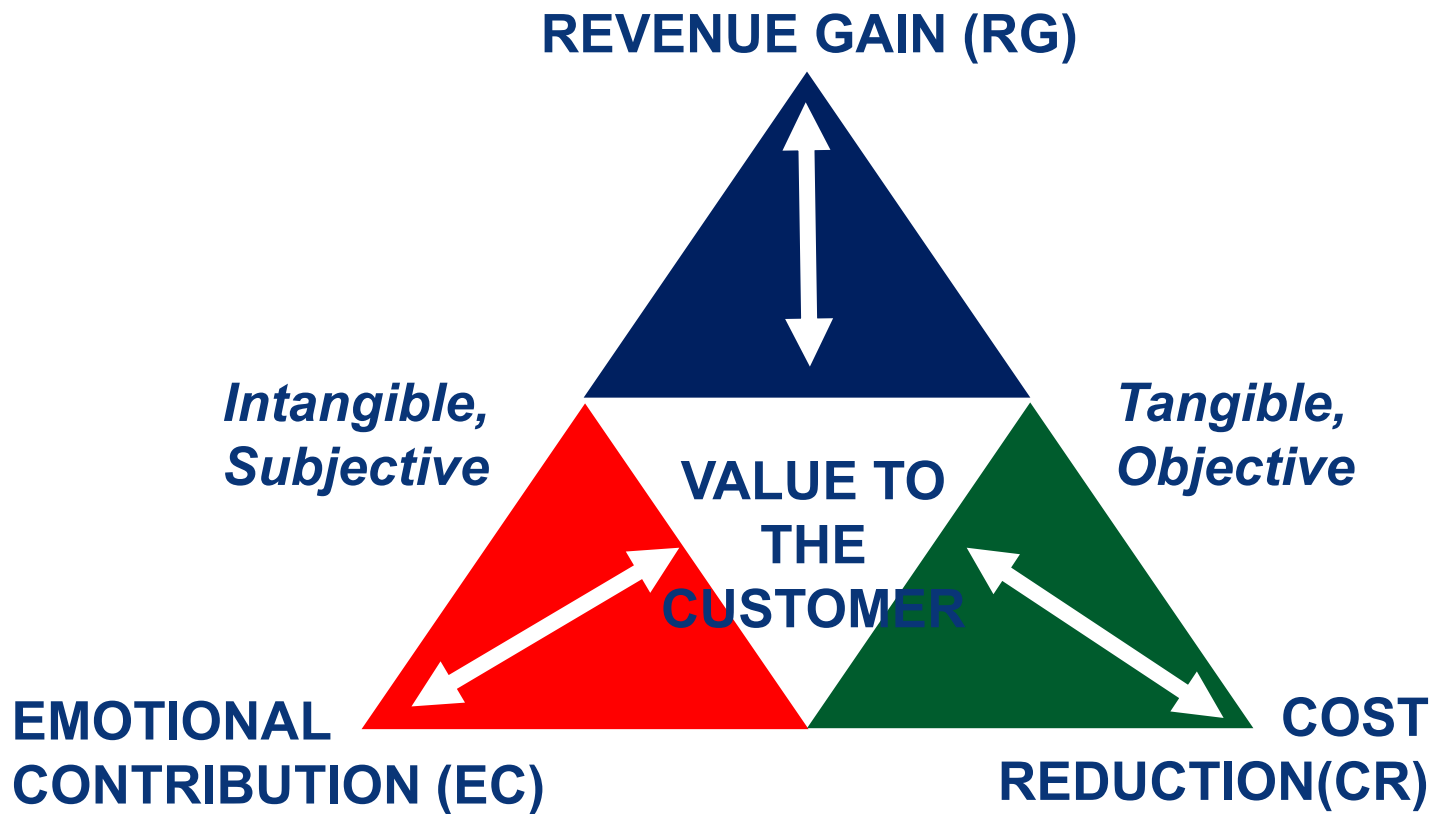
**EMOTIONAL
CONTRIBUTION (EC)**



Source: Macdivitt, H., and Wilkinson, M. Value Based Pricing, McGraw Hill (2011)

THE VALUE TRIAD[®]

DELIVERING CUSTOMER VALUE



Source: Macdivitt, H., and Wilkinson, M. Value Based Pricing, McGraw Hill (2011)

THE VALUE CHALLENGE...



Understand *Customer Value*



Create *Customer Value*



Deliver *Customer Value*



Get Paid for our Value

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THANK YOU

GRACIAS
ARIGATO
SHUKURIA
GOZAIMASHITA
EFCHARISTO
ευχαριστώ

DANKSCHEEN
TASHAKKUR ATU
YAQHANYELAY
SUKSAMA
EKHMET
BIYAN
SHUKRIA
TINGKI
MAKEMTAI
MINMONCHAR
BOLZIN
MERCI

SPASSIBO
SNACHALHUYA
NUHUN
CHALTU
WADEEJA
MAITEKA
HUI
YUSPAGARATAM
DIHANYADAD
ANHA
ATTO
UNALCHEESH
HATUR
GUI
EROUJ
SIKOMO
UNALCHEESH
HEHACHALHYA
MAKEMTAI
MAAKE
GRAZIE
MEHRBANI
PALDIES
MAKEMTAI
MERASTAMHY
GAEJTHO
LAH
AGUYJE
FAKAUE
KOMAPSUMNIDA
BAUKA
JUSPAXAR
TAVTAPUCH
MEDAWAGSE
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