



How to Implement a Value-Based Strategy in a Capital Equipment Company

OVERVIEW

Value-based selling holds the promise of better customer retention, increased sales, and higher prices. But none of these will happen in any sustained way if you only focus on the sales process.

You can't sell value until you create it.

Your product and marketing strategies must also be value-based. Only then can you be assured that you're on a path to sustained competitive advantage and growth.

WHAT YOU WILL LEARN

- Why you need a value-based strategy
- The key obstacles to selling value
- Why it's easy for equipment companies
- A shortcut that can produce near-instant results
- How to define value
- How to use value to drive a winning product strategy
- How to price and market value

PRIVATE WORKSHOP – MORE VALUE FOR YOU

This is a private workshop conducted at your facility. This means that you can:

- Expand the number of people and functions exposed to value-based strategy concepts and as a result, create a critical mass of understanding quickly.
- Tailor the experience and discussion to your company's specific needs
- Avoid expenses and lost productivity associated with travel to public venues.

Before the workshop, we'll contact you to gain insight into your desired emphasis and outcome. Then, we'll tailor the content to your needs.

More Customers, Higher Prices

ABOUT YOUR FACILITATOR



Michael Chase is the President and owner of Tekcess International, a consulting firm that helps capital

equipment companies grow and compete. Mike is the author of *Equipped to Win* and *Get Your Price!*. He also publishes *Equipped* a management newsletter for capital equipment professionals.

WHO SHOULD ATTEND

If you participate in defining, marketing, selling, and/or pricing capital equipment products, you will benefit from this workshop.

Typical attendees include P&L owners, marketing executives, product and marketing managers, and sales management.

SCHEDULE YOUR WORKSHOP

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WORKSHOP OUTLINE:

VALUE BASED STRATEGY DEMYSTIFIED

- Why you can't sell value
- Value-based strategy defined
- Value must be created before it can be sold
- Why you need a value-based strategy
- Why it's easy for equipment companies

DEFINE VALUE

- What are value drivers?
- Customer defines value, define the customer
- Value is relative, define the competition
- How to create your Value Metric
- Value Metric for capital equipment
- How to calculate market value
- Shortcut that can produce near instant results

CREATE VALUE

- The value-based product strategy algorithm
- How to set target value advantage
- Seven steps to a value-based product roadmap

MARKET VALUE

- Commercial storytelling
- When and how to bring up price
- Comparative financials
- Positioning
- The Why-Buy presentation
- How to substantiate your value proposition during a sales cycle
- Preparing the sales force to sell your product's value