




360° - VALUE PROPOSITION ALIGNMENT

Driving True Market Differentiation






THE ULTIMATE GOAL OF A 360° - VALUE PROPOSITION ALIGNMENT IS TO ENSURE MEMBERS OF YOUR ORGANIZATION CAN IMPACTFULLY ANSWER THIS ONE CRITICALLY IMPORTANT QUESTION, “WHY SHOULD WE BUY FROM YOU?”

> *The Importance of Alignment*

MANY ORGANIZATIONS STRUGGLE WITH HOW TO DEFINE THEIR TRUE VALUE PROPOSITION, AND WITH HOW TO DIFFERENTIATE IT IN THEIR MARKETPLACE. IN FACT, IT IS ONE OF THE MOST CHALLENGING COMPONENTS TO A SALES AND MARKETING PLAN.



The result of effective differentiation and value proposition alignment is that together they transform your organization into a team that uniformly understands its true competitive value, and can articulate and demonstrate that value to drive new sales.

Taking the SalesIQ Value Proposition Alignment Test (VPAT), many senior executives learn how challenged their sales teams truly are. Often, fewer than 10% can articulate true value and real differentiation. It is the absence of these understandings that turns your offerings into a commodity, and ultimately a price-driven buying decision for your prospective customers.

But, it isn't only sales teams that are challenged to understand how to articulate differentiating value. Product management, marketing communications, investor relations, human resource teams, and others, find it difficult to communicate ways in which your organization delivers distinct value. Equally as challenging is how they can deliver a coordinated, and consistent message to key stakeholders.

“Our goal is to help our customers effectively answer this critically important question, “Why should we buy from you?”

> Market Intelligence is the Key



A DEFINING VALUE PROPOSITION MUST BE CREATED FROM THE FIRST-HAND EXPERIENCES OF YOUR CUSTOMERS. IT IS THEIR INSIGHTFUL PERSPECTIVES THAT PROVIDE THE BASIS FOR A DIFFERENTIATING VALUE PROPOSITION THAT CAN BE CONCEPTUALIZED FOR FUTURE CUSTOMERS. THERE IS NO SUBSTITUTE FOR REAL WORLD INSIGHTS INTO HOW YOUR ORGANIZATION ADDS TRUE VALUE.”

At SalesIQ, we specialize in providing sales consulting that is driven by market intelligence. Our team of research analysts obtain actionable learnings from your customers, and competitors' customers, and define a value proposition that is unique and meaningful to key stakeholders. We also poll your internal teams, such as sales, marketing, corporate communications, human resources, training, investor relations and others, to determine their benchmark understanding, and ultimate value proposition alignment. After assisting with communicating these invaluable learnings throughout your organization, we monitor and measure the effectiveness of your value proposition alignment in the market, and across new sales opportunities, both won and lost, thereby strengthening your competitive ability to answer the question, “*Why should we buy from you?*”

> SalesIQ, Leaders in B2B Sales Intelligence



FOR MORE THAN 20 YEARS, SALESIQ HAS SERVED MANY OF THE NATION'S FORTUNE 1000 COMPANIES, AND THE WORLD'S MOST SUCCESSFUL ORGANIZATIONS. WE ARE CONSULTANTS AND STRATEGIC PARTNERS HELPING OUR CUSTOMERS DRIVE MORE SALES, WITH MINIMIZED SALES CYCLES, AND COSTS.

Headquartered outside of Charlotte, NC, SalesIQ is a subsidiary of Fletcher/CSI, a world leader in B2B Competitive Intelligence consulting. SalesIQ provides research, analysis, and consulting in these, as well as other customized sales and competitive market intelligence programs:

- ❖ Value Proposition
- ❖ Win/Loss
- ❖ Competitive Threats
- ❖ Best Practices
- ❖ Customer Satisfaction
- ❖ Prospect Pre-Qualification
- ❖ Lead Generation

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