



WORKSHOP

Creating heart-touching value propositions

Learn how to work with key concepts and tools that identify and articulate superior customer value



a joint venture of
BMW GROUP + H&Z

to cut down
a tree quickly,
spend twice as
much time
sharpening
your axe.

Chinese proverb



Why a workshop about “Value propositions”?

Approaching prospects and customers without a customer-centric value proposition is one of the most common and costly mistakes companies make. Worldwide, companies spend billions developing undifferentiated products and services. Countless salespeople hit the marketplace every day without knowing exactly why their offering is so unique and valuable compared to numerous alternatives. The result is that salespersons, prospects, or customers cannot focus on the exceptional value but the price. Once a conversation becomes about price, profit will inevitably drain away.

“Heart-touching value propositions” teaches you the crucial skill of designing unique value propositions. A value proposition summarizes how distinctive your offering is from alternatives and how it touches the heart of your prospect or customer better and different from the others. You will learn hands-on what steps and actions are needed to understand prospects, customers, and competitors in a way that allows you to develop a relevant and differentiated proposition. An offer that goes to the heart of what your prospect or customer is trying to achieve for themselves.

To paraphrase the Chinese saying, you best spend twice as much time sharpening your value proposition to make a quick closing. This workshop will give you the tools to distinguish yourself from the alternatives.

The Workshop

Customers make purchasing decisions based on value, not just price. Price is an element in the value equation, but it is smaller than most buyers would admit. When you create superior customer value, customers, profitability, and investors quickly find their way to you.

This intensive three-day workshop introduces you to:

- ✓ How do consumers and business customers make decisions?
- ✓ The central role of the customer experience in purchasing decisions.
- ✓ The elements of a clearly designed value proposition.
- ✓ Identification of value delivery options in your industry.
- ✓ A common language and mindset that anchors all growth initiatives in the creation of superior customer value.

Some participant comments:

- ➔ "A workshop full of insights, fun, and practical tips that will benefit the company and me."
- ➔ "It was great to step back and put me in the customer's shoes and see the world from that perspective."
- ➔ "Excellent course with inspiring and insightful ideas for all participants."
- ➔ "The workshop provided me with useful tools that are going to help me develop value propositions that will provide breakthroughs."
- ➔ "I learned how to build distinctive customer value into our entire marketing mix."

What do you learn?

In the “heart-touching value propositions” workshop, you will learn and work with key concepts and tools needed to identify and make superior customer value tangible. Customer value that allows you to compete profitably and sustainably.

1 Sustainable customer culture

- You explore this important strategic concept and its short and long-term link to excellent business performance.
- You’ll develop strategies for using customer culture to grow your sales and profits within the sustainable development goals.

2 Evaluation of your current value proposition

- You uncover all the elements customers consider when making a purchasing decision.
- You identify the opportunities and obstacles of differentiated value.
- You critically examine your offerings in light of your customers’ value preferences.
- You evaluate your offering from an environmental and social perspective.

3 Walk a mile in the customer’s shoes

- You discover the customer job, the execution pains and inhibitions, the required and expected profits, and the customer experience that customers seek from their perspective.
- You’ll conduct an in-depth analysis of customer needs using the buyer utility map, the six phases of the customer experience cycle, and The Natural Step Framework.

4 Developing a new value proposition

- You’ll gain insight into the trade-offs buyers are willing to make in order to optimize purchase decisions.
- A comprehensive checklist for evaluating value propositions.
- You develop and describe a new value proposition that better meets the needs of your target customer and offers differentiated value within the context of sustainability.

5 The value communication process

- Define the process needed to create and convey differentiated value to your target audience.
- Effectively communicate your value proposition to your organization, target market, and stakeholders in your ecosystem.

Who best participates?



Heart-touching value propositions is for marketers and other business professionals who contribute to value creation and/or value communication. Some marketing background is helpful. Both professionals without and with direct reports, and teams will benefit from the workshop.

Participants may hold the following titles, among others:

- Division Manager
- Product Manager
- Marketing Manager
- Pricing Manager
- Marketing Specialist
- Channel Manager
- Market Research
- Business Development
- Product Development
- ...



rpc – The Retail Performance Company – makes organizations “customer-centric”. Together with our clients, we create unique customer journeys, design touchpoints and empower employees. In this way, we ensure that people and brands meet seamlessly and add value. The result: competitive advantages. In Retail & Consumer, Automotive, Financial Industries and Telecommunications.

We started in Munich in 2013 as a joint venture between BMW and h&z Management Consulting. Today, around 400 employees in ten countries are part of our company, and we bear the TOP Consultant seal.

We firmly believe that retail connects people and brands in a seamless and value-adding way. This is why we have made it our mission to empower our customers from strategy to implementation with customer-oriented solutions from a single source. In our work we focus on the customer right from the start with the aim of creating an extraordinary customer experience.

YOUR CONTACT

Matthias Braun | Principal

✉ matthias.braun@rpc-partners.com



rpc – The Retail Performance Company GmbH

Pelkovenstraße 145
80992 Munich
Germany

+49 89 2000508-0
info@rpc-partners.com

www.rpc-partners.com