



Value creation in erratic times

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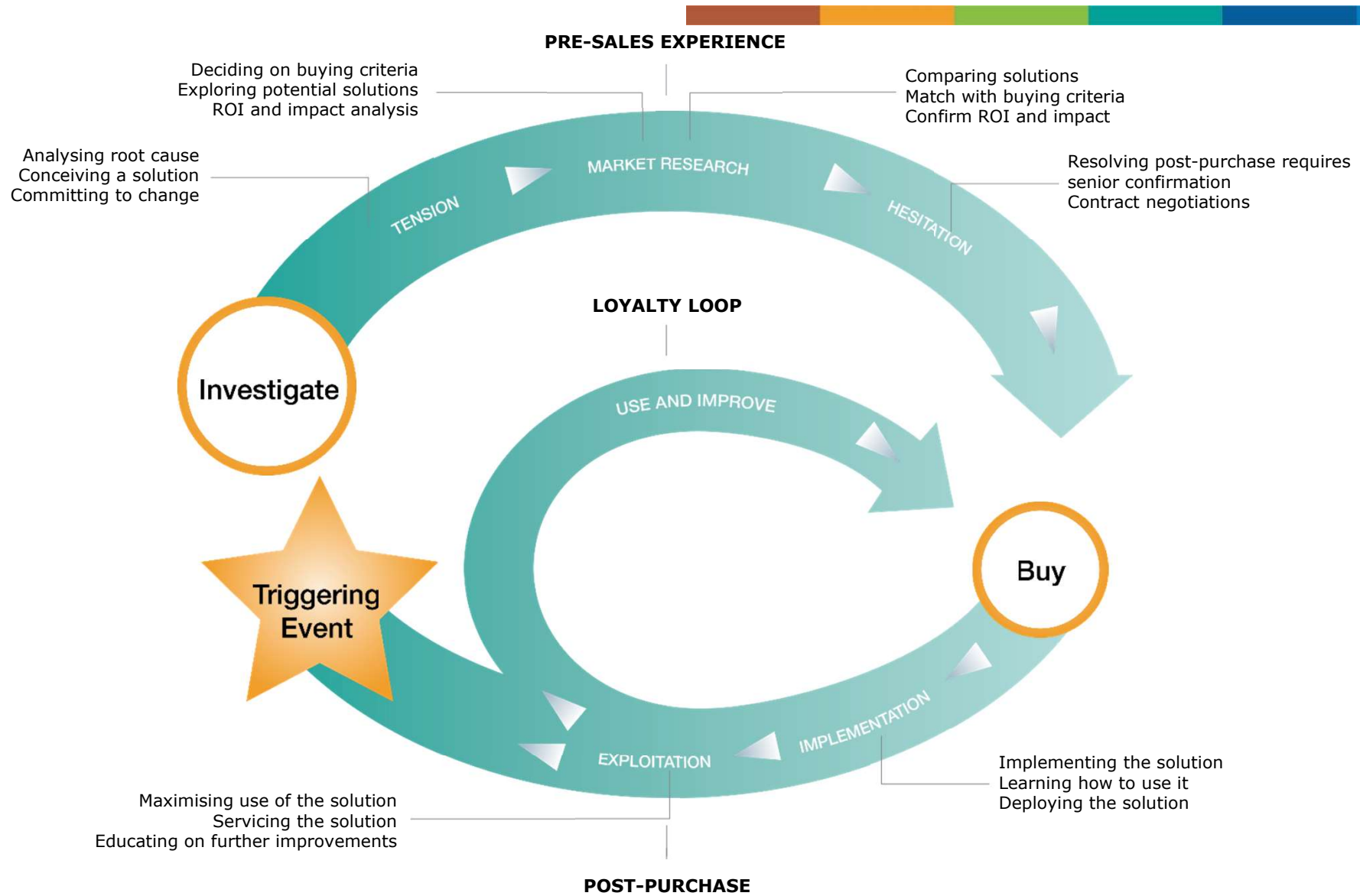


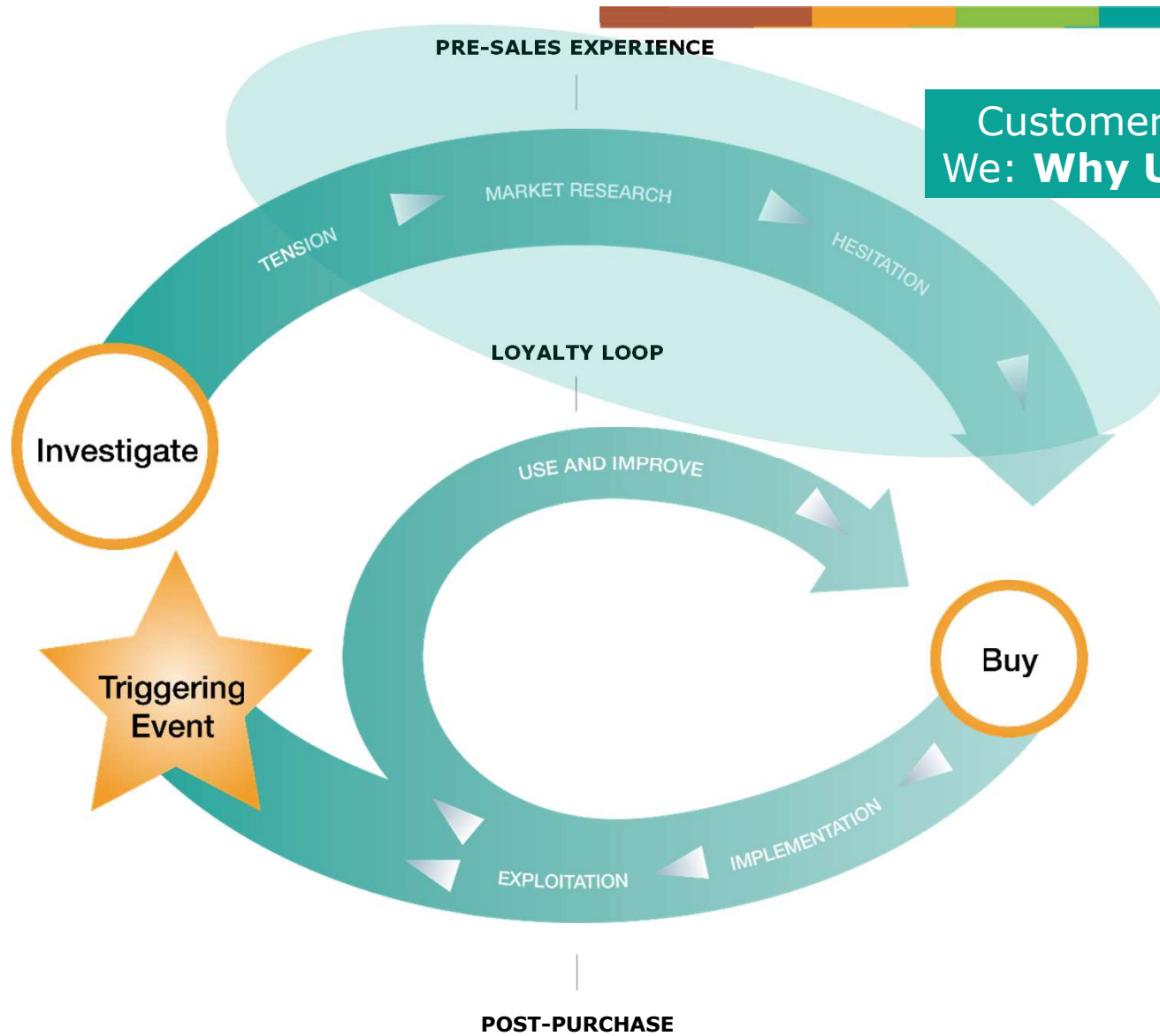


Act now and take the lead in the covid-19 aftermath

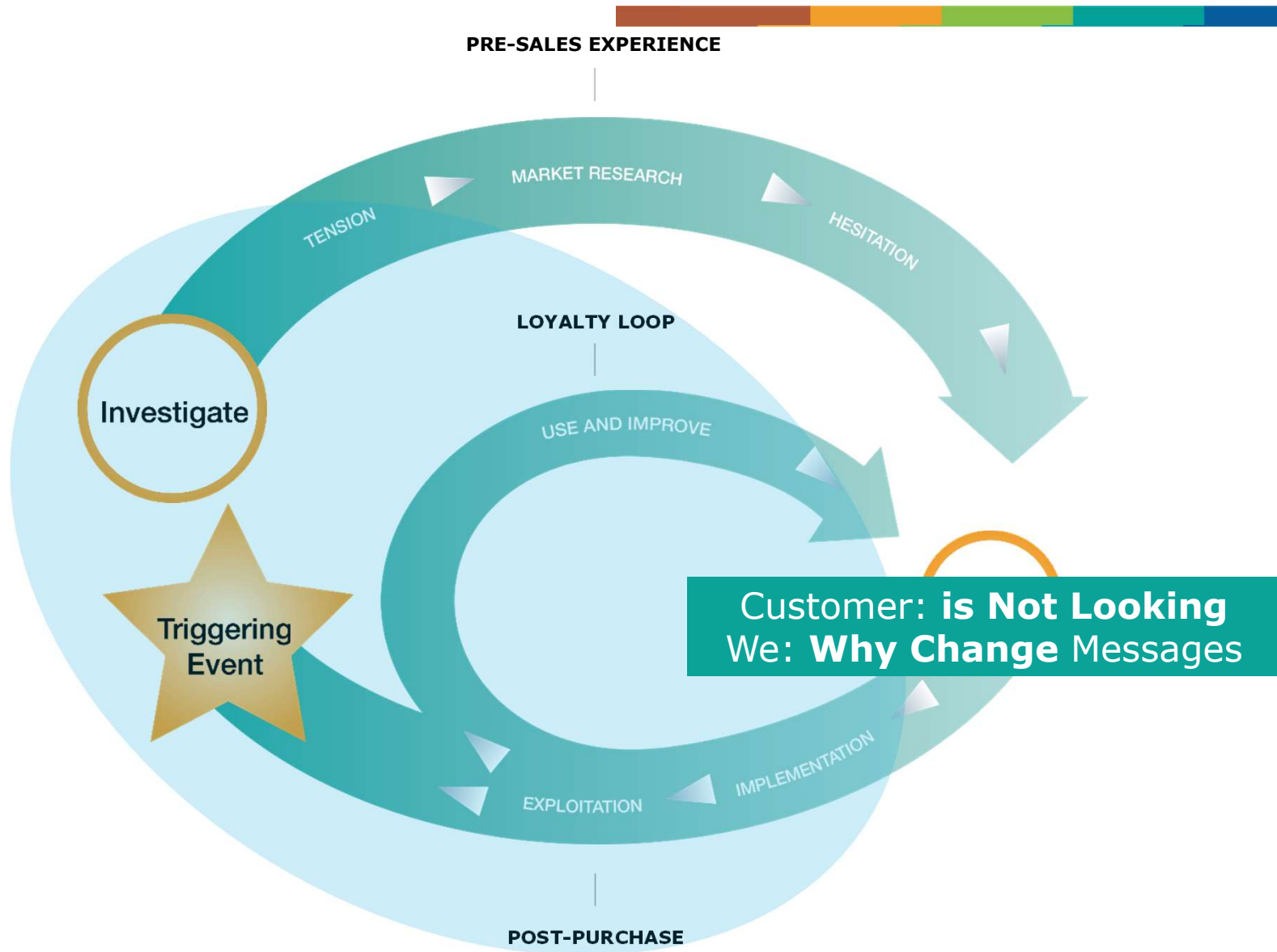
▮▮ Required capabilities:

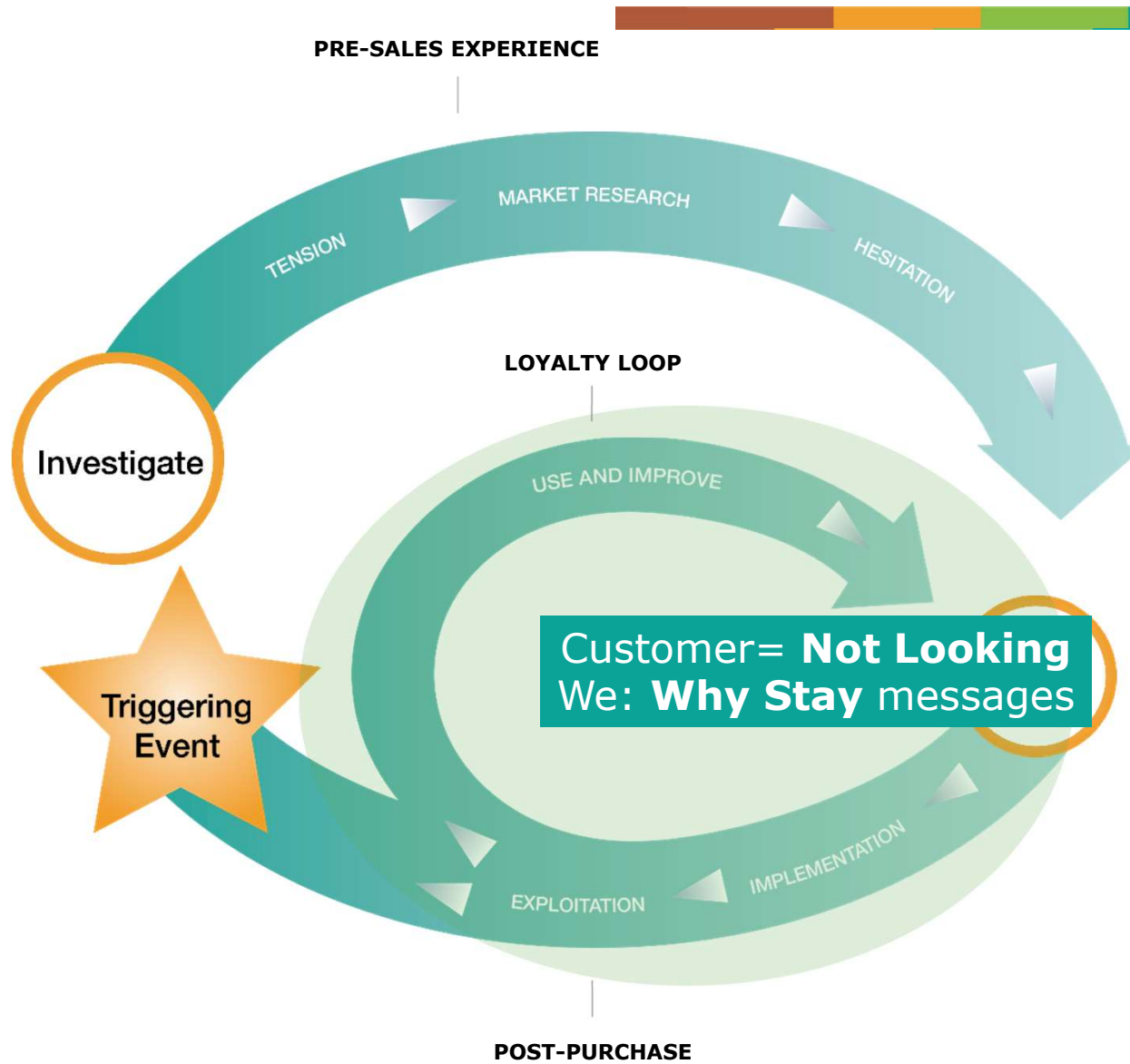
- ▮▮ Commercial building bridges for our customers
- ▮▮ Talking to customers with the beginner's mindset
- ▮▮ Commercial capable to perform other and changed activities
- ▮▮ Able to structure and act on unfiltered information
- ▮▮ Making sure to close the knowledge and competency gaps





Customer= **Looking**
We: **Why Us** messaging





Covid examples of value creation on each of the 6 elements



SOCIAL RESPONSIBILITY

Profit share donation to buy laptops ensuring children have access to education from home



REDUCED ANXIETY

Automated cloud back-up and disaster recovery added to standard maintenance agreements



AVAILABILITY

Single point of contact with more autonomy to take decisions



STABILITY

Supporting customers to be more agile in responding to continuous change



RISK REDUCTION

How to integrate risk management into operational processes



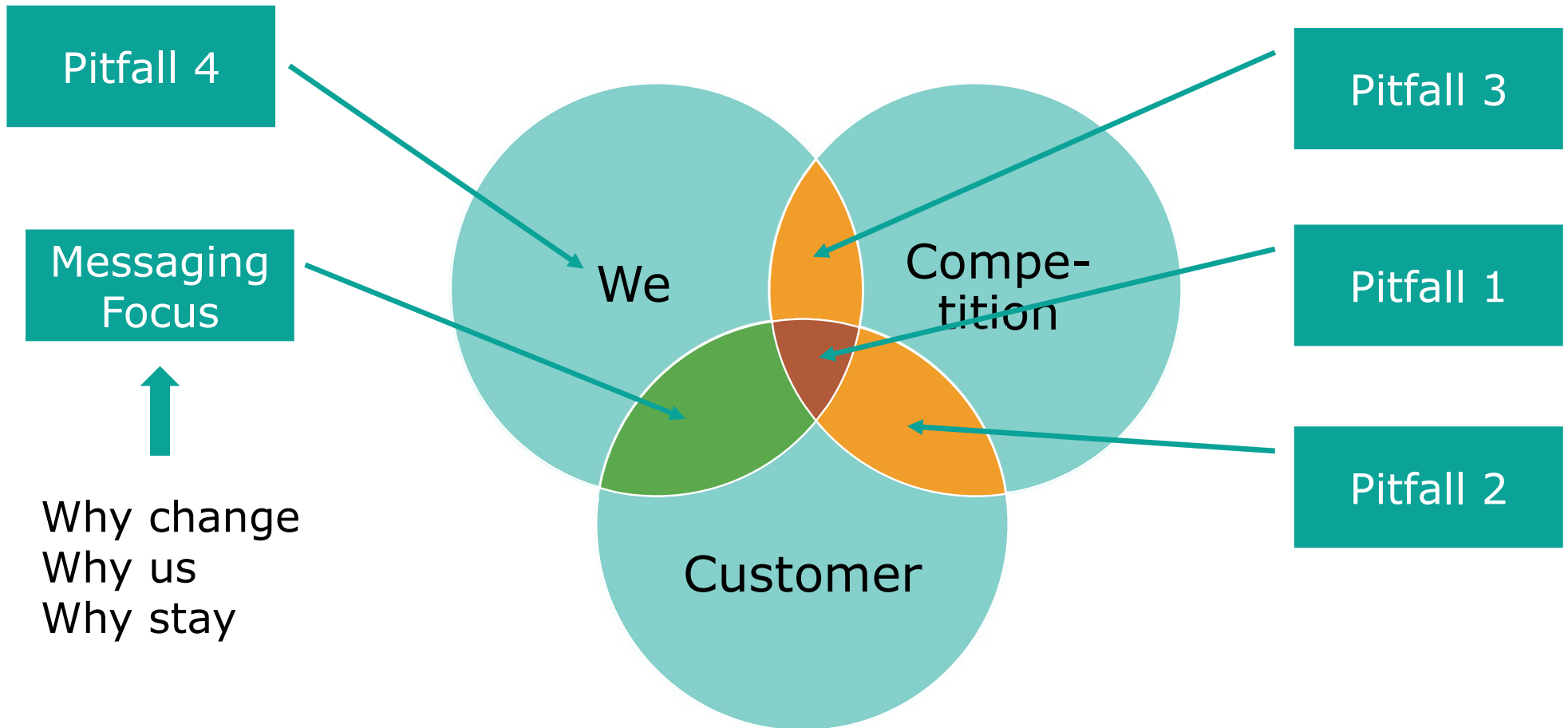
FLEXIBILITY

Allow for pay per use – Broader choice in delivery models

Source: **BAIR & COMPANY** B2B Elements of Value™



Value wedge: Messaging focus to value needed and willing to pay for



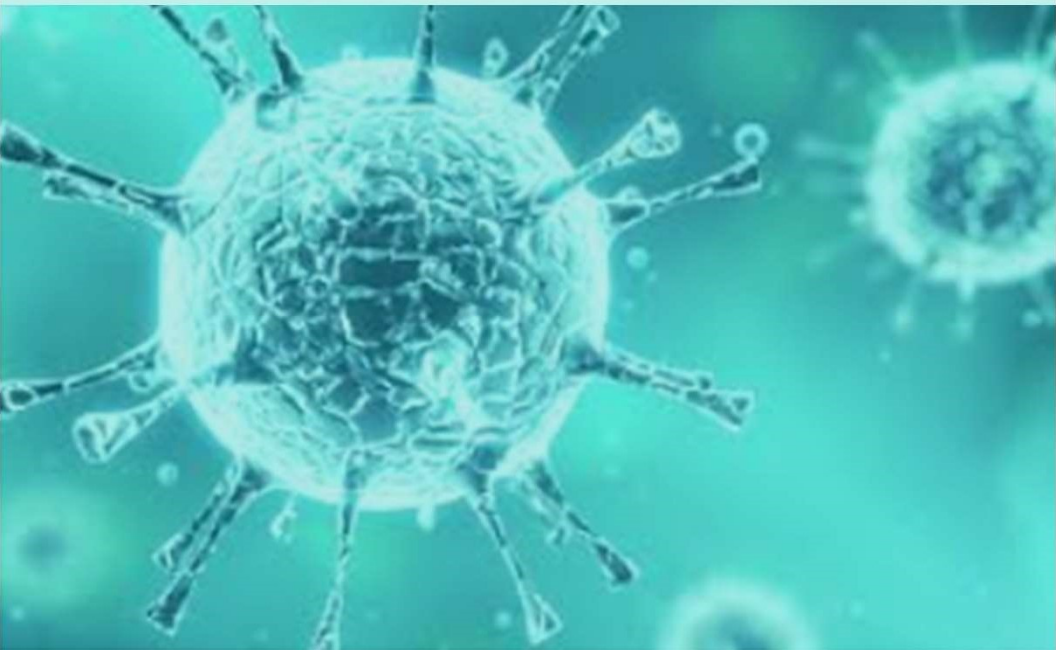
Avoiding the 6 biggest pitfalls

Avoid

- ■ ■ Using discovery in the first touch point (open questions)
- ■ ■ Asking self-serving questions
- ■ ■ Selling appointments
- ■ ■ Contact already convinced people
- ■ ■ Closed questions are bad
- ■ ■ Pitching the benefits of the solution/presenting company = 'why us'

Must do

- ■ ■ Pitch an 'common' recognized challenge and how others have solved it
- ■ ■ Pitch the value for them for talking to you
- ■ ■ Qualify readiness to change before final acceptance of meeting -> otherwise use marketing to influence
- ■ ■ First touchpoint: go for highest impact in combination with power or influence to break status quo
- ■ ■ Use closed questions to valid your assumptions / conclusions
- ■ ■ Discuss the impact on them = 'why change'



Conclusion: Taking the lead means

Crisis
Oppportunity
Value
Insights
Deliver