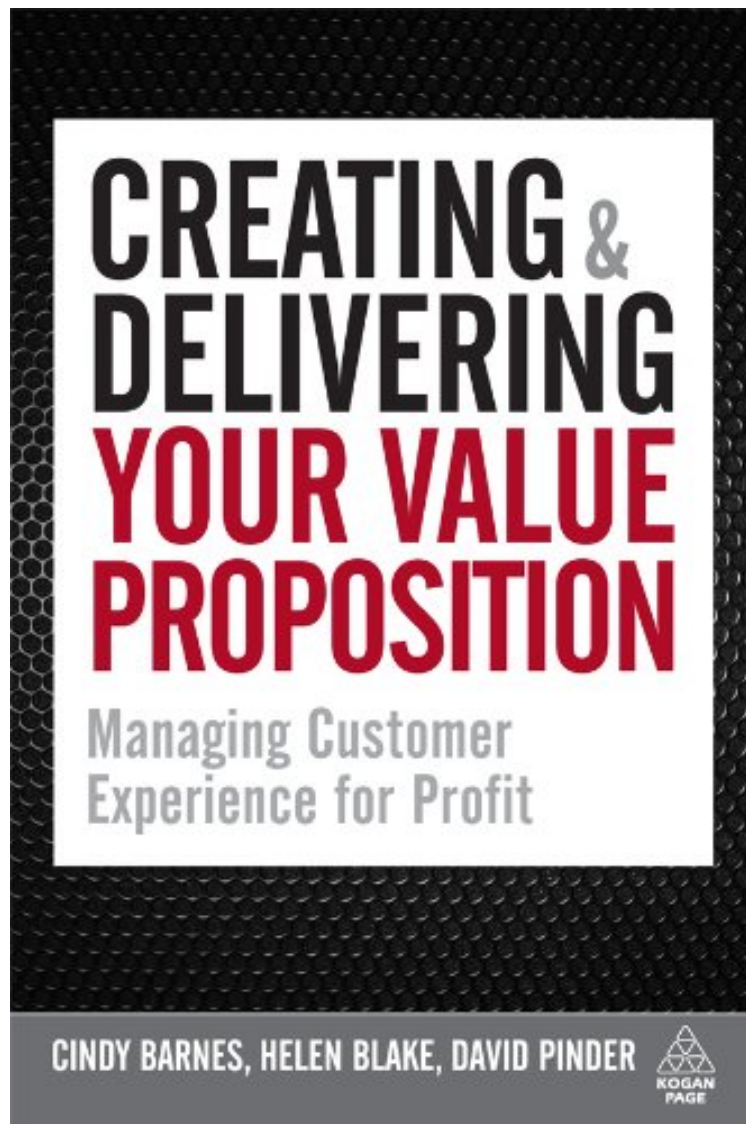


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Creating and Delivering Your Value Proposition: Managing Customer Experience for Profit

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Cindy Barnes, Helen Blake, David Pinder : Creating and Delivering Your Value Proposition: Managing Customer Experience for Profit before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creating and Delivering Your Value Proposition: Managing Customer Experience for Profit:

1 of 1 people found the following review helpful. A book about Value Proposition that will add value through many reads By Sam Klaidman In the introduction to this book, and in Chapter 1, the authors set the stage for the rest of the story by talking about what a value proposition (VP) is and is not. Unfortunately for me, I had been so brainwashed

that I still thought that a VP was what I now know as a positioning statement. A VP is different: a detailed plan "describing the value experience that you deliver" from the customer's perspective. Once I got the crap out from between my ears I was able to sink my teeth into the book and go crazy with my highlighter. I expect you will have the same reaction when you start reading. The VP is a document which describes in detail how your customers will experience the use of your products and services, how your employees will be motivated to deliver these experiences, how the organization must be aligned to do all this quickly and economically, and how the complete message will be communicated to all stakeholders; customers, prospects, employees, owners and suppliers. Getting all this right is a serious piece of work. Fortunately, our authors recognized this when they wrote this book. The book's organization walks us through the whole VP creation process. They start with analysing the market and end with a fully developed plan which includes the frequently missing implementation section. To make the VP creation process easier for us, the authors include a broad selection of figures, comparison tables and my favorite — lists of sample questions so we can begin all the necessary conversations with a group of targeted questions which will lead to follow-up questions which will eventually lead to us getting the actionable insight we need to move ahead. BTW: one of the last steps, discussed in Chapter 12, is the creation of the positioning statement. It took over half the book to get there! I can't imagine anyone reading this book and not coming away with a lot of incredible insights. And the subject is so broad and deep that I am sure that when I reread this book next year I will feel as though my time was well spent and I learned a number of new things. 1 of 1 people found the following review helpful. Excellent book. By David W. Gray Excellent, detailed, descriptive, actionable. Cindy Barnes is an expert, and it shows. Very useful book. 1 of 1 people found the following review helpful. Five Stars By George Larsen Most simplest and most concise book on the Customer Value Proposition.

In recent years, developing a value proposition has become a prime consideration for businesses. A value proposition is an analysis and quantified review of the business benefits, costs and value that a company can deliver to prospective customers and customer segments. *Creating and Delivering your Value Proposition* provides guidance for business leaders - demonstrating why having a strong value proposition is so important for a company. This practical new title shows readers how to build, deliver and harness value propositions to create profitable growth for a business, by utilizing the experience of clients and customers. Featuring global case studies and examples, *Creating and Delivering your Value Proposition* is an essential guide to understanding and developing a value-focused strategy for all senior practitioners.