

NO LIMITS

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20 FPDA / ISD JOINT
19 INDUSTRY SUMMIT

Are you sure you (really) know what your customers care about?

Presented by Joseph C. Ellers

Palmetto Associates

joeellers@aol.com



Think links in a chain...of value



Start with the elements of the chain...

- End customers' wants/needs/desires +
- Our customers' competitive environment +
- Our customers' goals +
- The specific application for the product/service we are trying to sell +
- Potential X Factors: Additional value from Product; Manufacturer; Distributor; Salesperson =
- A unique value proposition

How clear are we on the links?

- There are times when we have to move our thinking. ..
- From solving to technical problem
- To solving a business problem

Why do customers switch suppliers?

- Reduce product price
- Reduce cost of doing business
- Enter new markets
- Acquire new/more customers
- Increase sales at existing customers
- Increase the profit of sales
- Reduce Energy costs
- Reduce cost required to install/maintain
- Increase throughput
- Reduce quality issues (Scrap, rework, warranty)
- Reduce health, safety, environmental issues (compliance)
- Reduce inventory costs (Raw, WIP, Finished)
- Reduce disposal costs

How many different job titles are represented?

- Senior Management
- Marketing/sales
- Production
- Quality
- Reliability
- Sustainability
- Materials Management
- HSE (Compliance)
- Maintenance
- Purchasing

Start with some basics

- Fiscal year
- Planning cycle
- Corporate goals
- Key corporate metrics (What do they measure?)
- Who are their competitors?
- Who are their customers?
- Ultimately, what do they really value?

Ultimately, how do we differentiate?

- Real value = Product (or service) we sell + X
- What is X?
- Can you define it, quantify it, prove it?
- Does your X (or multiple Xs) line up iwht something the customer cares about?