



# VSR Thought Leadership Workgroup

# 24+ members with Enterprise and Vendor Value Management expertise

### Purpose

- Explore and drive next practices in Value Management
- For solution providers and the enterprise

## Current Initiative: Maturity Model

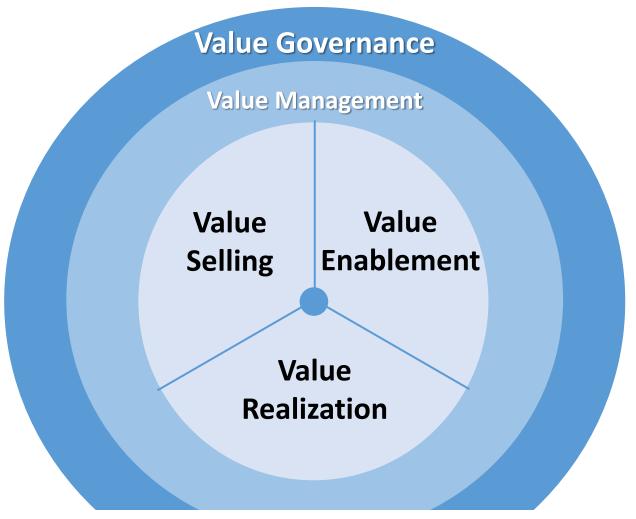
- For Solution Providers
- Defines Value Management capabilities and practices
- A foundation for assessing and planning organizational competency in Value Selling, Enablement and Realization

### **Key Contributors**

- John Thorp, ThorpNet
- Andy Hall, AnalysisPlace
- Dinesh Kumar, Mitovia
- Paula Butte, CLG
- Peter Brooks, International Institute of IT Economics
- Shimon Abouzaglo,
   VSR Council
- Jack Keen, VSR Council

# Value Management Core Framework





Addressing Value Lifecycle Across Solution Providers and Customers

## Where and how do you want to play?



### **Solution Provider**

- Improved Sales Performance
- Improved Customer Satisfaction
- Improved Marketplace Reputation

## **Enterprise Buyer/User**

- Higher Project Success Rates
- Higher User Satisfaction & Adoption Rates
- Improved Business Capabilities
- Higher Return on Investments

## High Maturity

Market & Sell Based on Customer-Specific Value

- CollaborativeValue Discovery& Solution Design
- Shared Accountability for Value Realization

Purchase and
Manage Based on
Total Portfolio
Long-Term Value

Low Maturity Sell Based on Features & Price

Negotiate & Install

Evaluate Features, Minimize Cost, Install & Operate

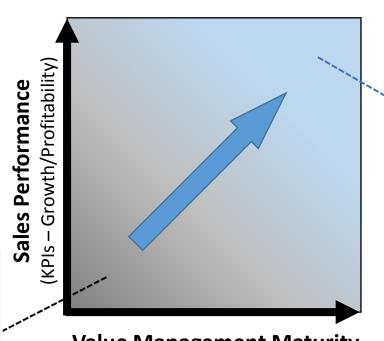
**Value Selling** 

**Value Enablement** 

**Value Realization** 



# Improve Value Management Practices & Capabilities for Better Outcomes



#### **Practices**

- Sell features and price
- Disregard customer value realization

#### **Outcomes**

- Marketplace and customer skepticism
- Low sales performance

Value Management Maturity

(Capabilities & Adoption of Practices)

#### **Practices**

- Sell based on customer value
- Collaborative value discovery
- Help enable customers to realize value

#### **Outcomes**

- Positive marketplace and prospect perception
- Higher close rates
- Higher customer satisfaction
- Higher organizational growth and profitability



# Value Management Maturity Model

(Solution Provider Version)

A set of organizational capabilities and practices that maximize and realize outcomes from investments in people, process and technology by embedding the value fabric across the organization, customers and partners.



## Value Management Maturity Model

4 Categories with 17 Capabilities

## Value Governance

## Value Marketing Positioning

## **Value Selling**

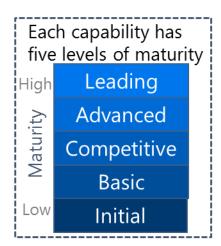
# Customer Value Lifecycle Engagement

- **G1** Leadership
- G2 Value Culture
- Cross-Functional Integration
- G4 Organization and Management
- Methodology, Tools and Assets
- GG Performance Management

- M1 Planning for Value
- Mathematical Messaging Value
- M3 Channels of Value Communication

- Discovering Value
- Proposing with Value
- 33 Influencing Customers
- S4 Communicating Value
- SS Closing on Value

- <sup>™</sup> Value Enablement
- ✓ Value Realization
- Value Measurement





# Improvement Roadmap to Value



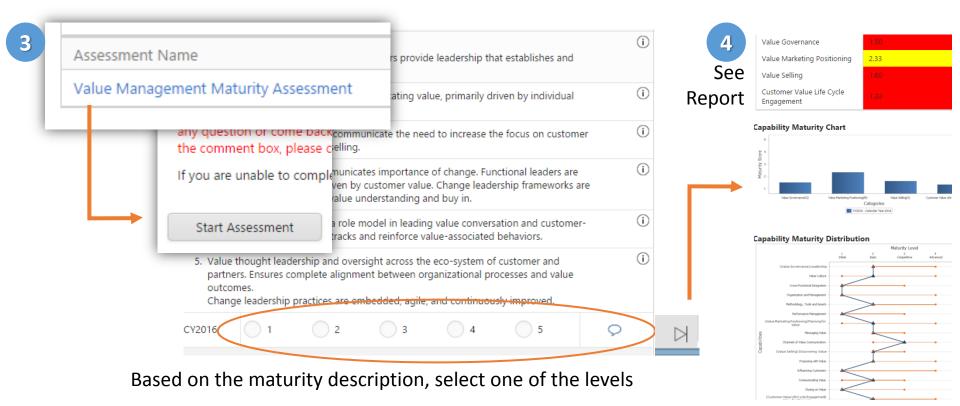
			Posture	Key Characteristics
BUSINESS OUTCOME DE FI	5	Leading	Value Partnership and Customer Value By-design.	Joint responsibility and accountability in realizing customer value
	4	Advanced	Customer and Outcome orientation.	Customer value based performance incentives. Active collaboration with customers and partners
	3 (	Competitive	Performance, Value and Service orientation.	Customer-specific value metrics. Cross-functional integration and consistency in value positioning.
	2	Basic	Price/Performance and Solution orientation.	ROI tools to influence decisions. Industry and customer research data in positioning solutions.
LOW	1	Initial	Product/Feature and Cost/Price orientation.	Value conversations are typically driven by the customer or the competition.

# Experience the Model and Take a Quick Assessment



- 1 Link to the assessment <a href="http://tinyurl.com/vm2survey">http://tinyurl.com/vm2survey</a>
- Create an account using LinkedIn or Email ID.

  Enter security code **2016** for immediate account activation.



# Workgroup Plans



- Continue to enhance Value Management body of knowledge
  - Underlying practices
  - Metrics for solution providers and customers
- Apply and validate the model
  - Seeking organizations for assessments
- Drive additional publications, tools, and services, e.g.
  - Value Academy for awareness and readiness courses
  - CAMP from Mitovia for assessment and planning
  - AnalysisPlace for in-depth analysis and business cases
- Other Maturity Models: Enterprise Version

Join the group.

Engage to conduct an assessment.



# 3 Key Takeaways

- Thought Leadership Workgroup developing content to improve Value Management practices
- 2. Today: release Value Management Maturity Model (Solution Provider Edition)
- 3. Take the Survey & provide feedback



# **CHECK YOUR PULSE TODAY**

http://tinyurl/vm2survey

Take the survey and provide feedback.

THANK YOU