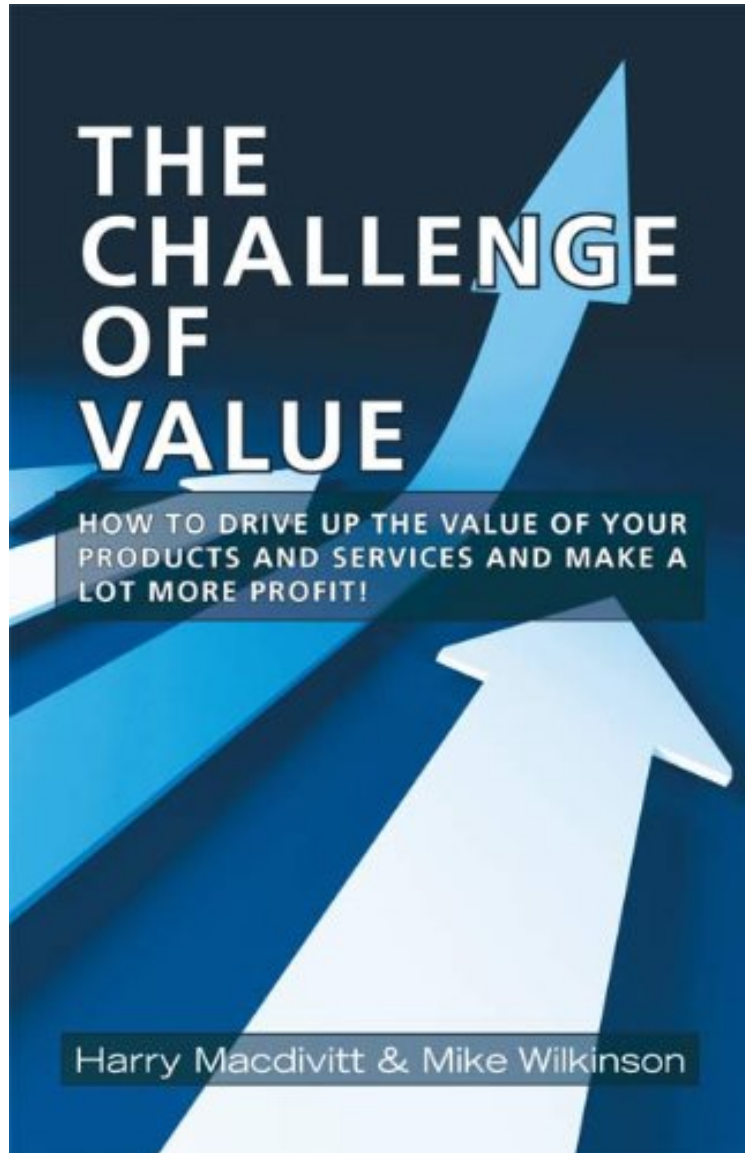


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The Challenge of Value

Harry Macdivitt, Mike Wilkinson

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First you must understand your customer and what is important (valuable) to him personally and to his business in terms of the three elements of the Value Triadcopy;. Second you must understand your competition and how you are different from them on those issues that are important to the customer. Third you have to quantify the monetary and

emotional value (both positive and negative) of these differentiators. Finally you have to construct a Value Proposition that clearly explains the differentiated value that your product or service brings to the customer. At the end of the day, customers will only buy your product or service if they understand the value that you offer and they feel they have a reasonable chance of receiving that value if they purchase. That's the challenge. This book will help you meet it.