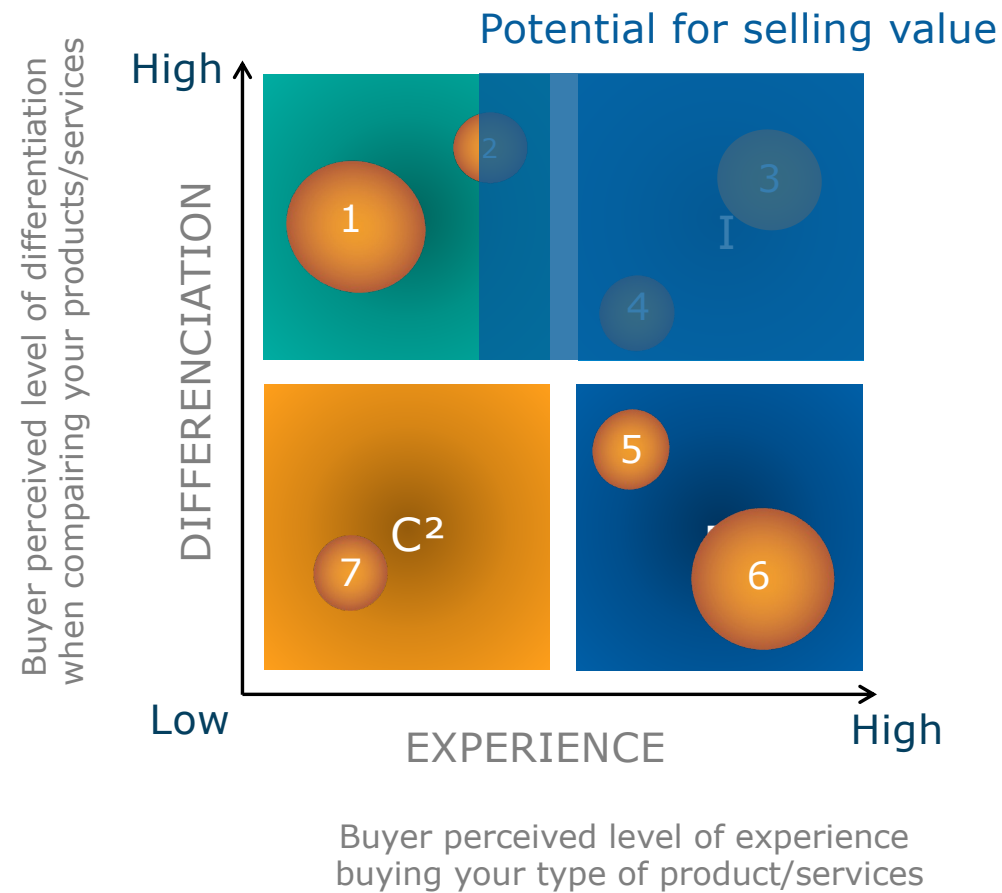
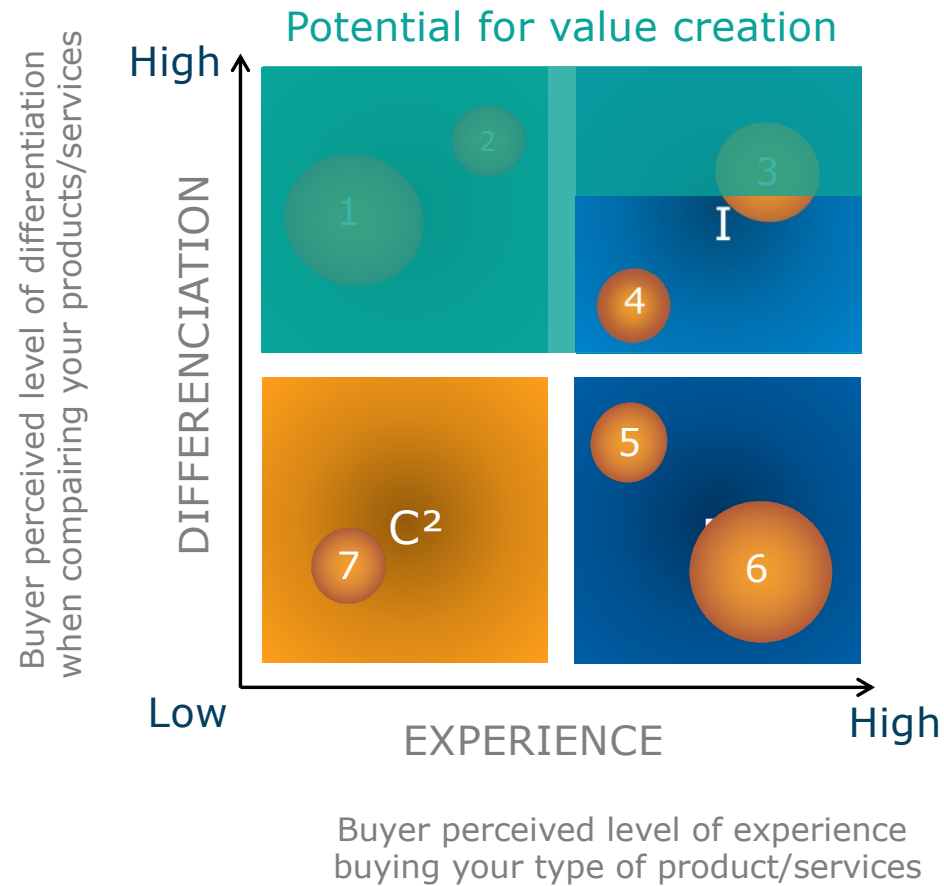


Webinar content slides

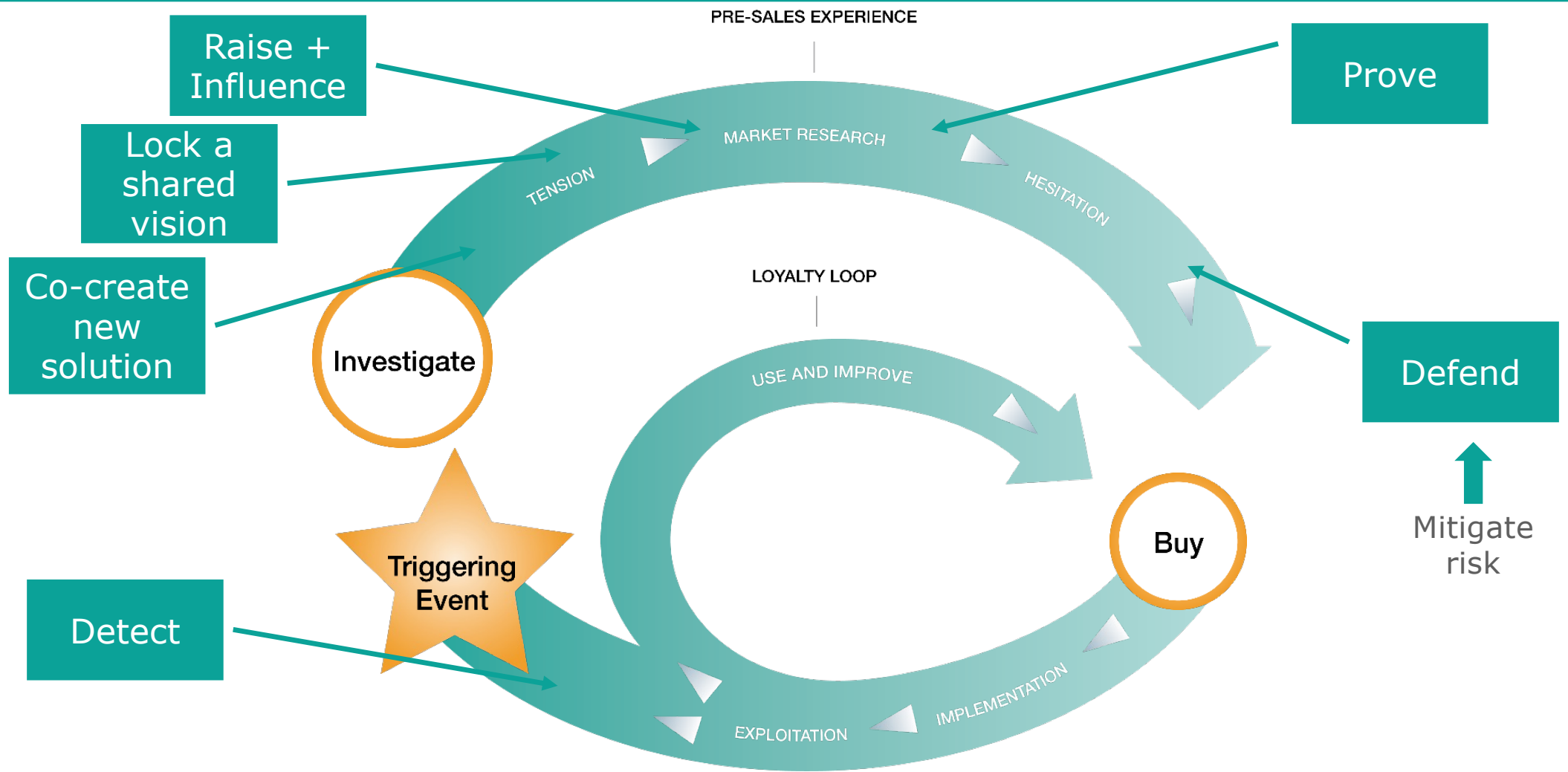
Addressable market and segment prioritization



Addressable market and segment prioritization

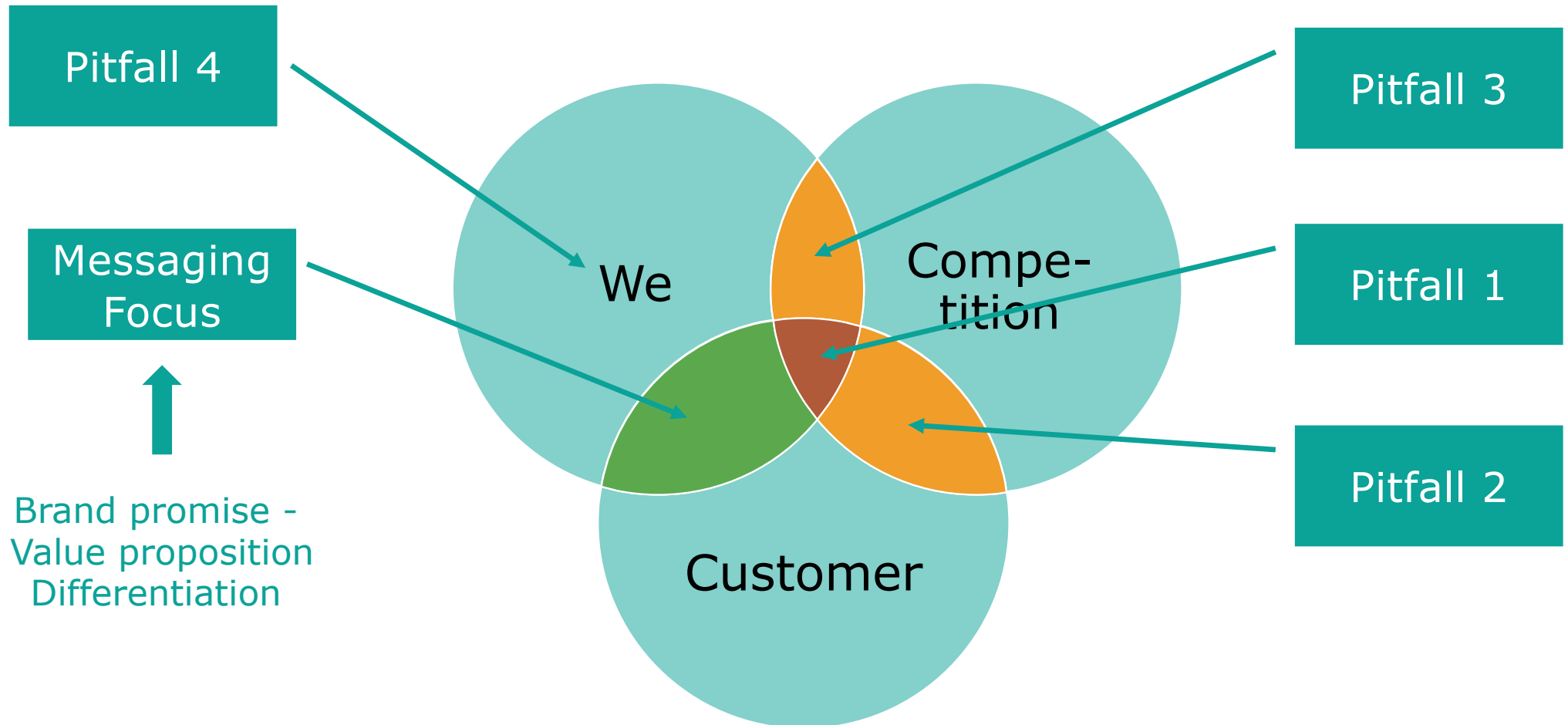


Selling Value or co-create solutions: steps to take along the entire buying cycle



Selling Value: focus to value needed and willing to pay for

The 4 pitfalls





What is Value Creation

- ▀ Value creation is about going beyond what the customer seeks
- ▀ The customer needs to be:
 - ▀ At least willing to revise the current way of working
 - ▀ Open to buy another type of solution
 - ▀ Unaware of an acceptable solution
- ▀ Requires trust and credibility (Brand – exceptional relevant experience)
- ▀ It requires the willingness to:
 - ▀ Identify value independent of our current capabilities as a vendor
 - ▀ Co-create the value
 - ▀ Leverage on customer insights
 - ▀ Focus on customer success
 - ▀ Might require custom development or a new value proposition
- ▀ In other words: co-create a 'new' solution