



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

By Cindy Barnes, Helen Blake, David Pinder

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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.

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Editorial Review

Review

"With depth of content and relevant case studies this practical book dovetails strongly into The Challenger Sale approach...create your total value proposition first as this provides the baseline from which sales can tailor their Challenger insights for maximum resonance".-- **Greg Wilson, European Strategic Development Manager, Canon**

"Don't invest in any marketing, go-to-market or customer experience programmes without first taking on board the approaches in this book."-- **Les Mara, BPO Head of Europe, HP**

"Value propositions are the most useful selling tools marketing has ever created although until now there's been very little advice to help salespeople use them. Here the authors have given us a comprehensive and practical guide that fills a real need."--**Professor Neil Rackham, Author of Spin Selling**

"Ninety percent of directors don't know what the components of a strategy are (HBR 2008). Even fewer know what a value proposition is, yet it's this which makes the difference between success and failure. At last there is now a practical and very readable book spelling out how to build a value proposition. I commend this book to you." - **Malcolm McDonald, Emeritus Professor, Cranfield University School of Management.**

"Value propositions are the most useful selling tools marketing has ever created, although - up until now - there's been very little advice to help salespeople use them. Here, for the first time, the authors have given us a comprehensive and practical guide that fills a real need." --**Neil Rackham, Author of Spin Selling**

"[A] careful look at value propositions... As a reference guide for salespeople and managers, the book provides valuable information." -- *Book News*

About the Author

Cindy Barnes is a product and service innovator and strategic business developer, she gained her practical experience at leading organizations such as Panavision and Capgemini, where she created the value proposition function and led business development. Cindy is the founder and Chief Innovation Officer of Futurecurve.

Helen Blake is a leading marketer and business developer and has held senior positions in a number of the world's largest consulting firms, including Accenture and KPMG. Helen is the CEO of Futurecurve.

David Pinder is a leading communications specialist. He has worked in sales and marketing roles with Procter & Gamble, Hertz Corporation and Forte Hotels, and now provides value-creating business writing support for some of the world's leading companies, including Accenture.

Futurecurve is a leading advisory company that helps organizations discover, create and build market-facing value. Visit Cindy and Helen at futurecurve.com.

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Drew Dube:

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value to explain it is easy to understand. The writer made some study when he makes this book. That is why this book acceptable all of you.

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