VALUE PERCEPTION MONITORING + ADJUSTMENT

A continuous cycle.

1. Analyze

Value-focused in-depth conversations.

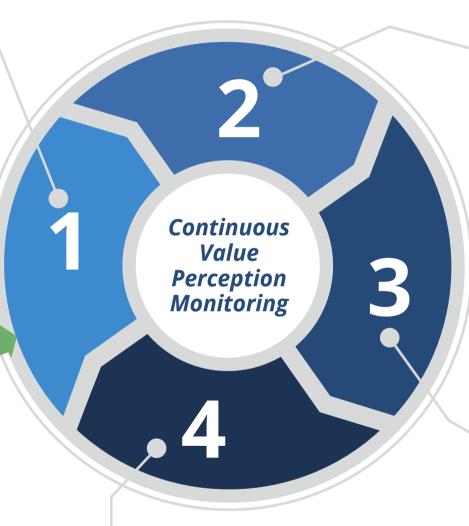
What is the customer's perception of value?

- Customer behavior
- Customer ranking of attributes
- Customer ranking of benefits
- Customer value experience

Start Here

Does customer knowledge need updating?

Do we share an aligned perception of value with our customers?



2. Adjust

Value-enhancing actions.

What value adjustments are indicated?

- Adjust value proposition
- Adjust relative value perception
- Adjust billing/pricing (exchange value perception)

3. Communicate

Communicate the value of your adjustments.

Is the customer aware of your value adjustments?

- Communicate value proposition adjustments
- Discuss/review in-depth and frequently
- Continued adjustments, if indicated

4. Evaluate

Did adjustments and communication succeed?



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