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REDEFINING INNOVATION IN VALUE, SERVICE AND SUPPORT



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SERVICE**



**NEXT TRUCK**  
The premier magazine for buyers of trucks and trailers  
A joint venture of Kenworth, Volvo and T/M Publishing Companies

# WEBINARS

## DEVELOPING YOUR COMPANY'S VALUE PROPOSITION

**TOM MARX  
THE MARX GROUP**

**OCTOBER 26, 2010**

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# WEBINARS

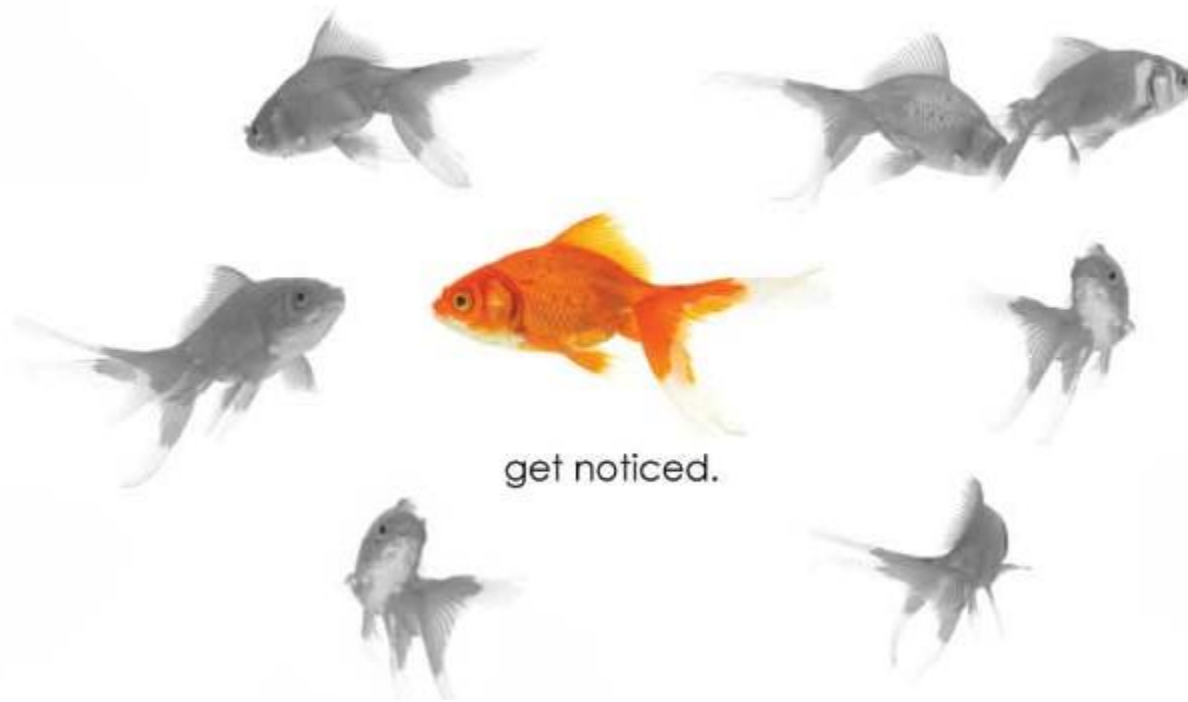
## Moderator

Denise Rondini, Executive Editor



**TOM MARX**  
**CEO/PRESIDENT**  
**THE MARX GROUP**





# How to Develop Your Company's Value Proposition to Promote Sales

Presented By  
Tom Marx

# WHAT YOU WILL LEARN

1. What is a value proposition
2. How to develop your own
3. How to implement & communicate



# HOW DO YOU WANT PEOPLE TO PERCEIVE YOUR COMPANY?

Customers

Employees

Suppliers

Owners/Stakeholders/Investors

Community



# 1. WHAT IS A VALUE PROPOSITION?

Provides consistent and clear communication about your company, its purpose, products and brand

- Defines your brand
- Creates your company's internal and external perception
- Stands you apart from competitors





# VALUE PROPOSITION BUILDING BLOCKS





# CORE VALUES

- Values that shape the foundation on which your company works and conducts itself
- Defines your company ethics, standards and practices
- Implemented every day in everything you do



# CORE VALUES EXAMPLE



**Customer Focus**

**Expectation & Results**

**Adaptability & Credibility**

**Prudent Risk**

**Team Efforts**

**Attention to Detail**

**Integrity & Honesty**

**Pride**

# CORE VALUES EXAMPLE



We are **ENTHUSIASTIC, HARDWORKING PROFESSIONALS** who are **DEDICATED** to **TEAMWORK, SAFETY** and **EXCELLENT CUSTOMER SERVICE**. We will practice **EXPENSE CONTROL** while setting an example of **RESPECT, HONESTY**, and a **WIN-WIN ATTITUDE** in everything we do.

# CORE VALUES EXAMPLE



**Excellence:** We are committed to winning with integrity...

**Teamwork:** We treat one another with respect and communicate openly...

**Innovation:** We thrive on creativity and ingenuity...

**Community:** We share an infectious sense of mission to make an impact on society and empower consumers in ways never before possible...

**Customer Fixation:** We respect our customers above all else and never forget that they come to us by choice...

**Fun:** We believe humor is essential to success...



## Life at Yahoo!

Big challenges? We face them each and every day at Yahoo!. And though we work hard, it's not without its rewards. We have some big fun around here too.

### Good New-Fashioned Fun.

We may be known for foosball—and Faceball—but that's just the beginning. You could spot a celebrity courtesy of our Music on the Green concerts (think Jason Mraz or Taylor Swift) or our Influential Speaker Series (think Tom—Cruise and Brokaw and Deepak Chopra). We celebrate innovation at events like Yahoo! Hack Days, Yahoo! Design Expo and Big Thinker Distinguished Speaker Series. And when you need to blow off steam, head on down to the campus gym, basketball or sand volleyball courts.

### Purple Goes Green.

It wouldn't be Yahoo! if we weren't constantly striving to make the world a better place. We pledged to go carbon neutral as a company, and we're encouraging everyone to do the same. Yahoos can also give back through Yahoo! for Good and the Yahoo! Employee Foundation.

### We Love...Well, Everyone.

It's no wonder we were named one of the best companies to work for by both Fortune magazine and the Human Rights Campaign. We've got fun employee communities celebrating different ethnicities, we work to address universal accessibility for special needs groups through our product designs, and we have a purplicious LGBT group and site, Yahoo! Pride. And to top it off, we just launched a new, first of its kind in our industry, Yahoo! Business & Human Rights Program.

### Thinking Purple?

If you're looking for a serious job with a side of fun, think Yahoo!. Come on, you know you want to yodel.



### Big Thinkers for Good ... and Green

Meet the Yahoo! for Good team and celebrate Earth Day, Yahoo!-style.

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**Eurila - Yahoo! African-Americans**



### Yahoo! Company Blog

Come visit our blog, Yodel Anecdotal. Then read, comment and repeat...



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### Yahoo! on flickr

There's a ton going on at Yahoo!. Check out our Flickr photostream.

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# BRAND PILLARS

- Coordinates with core values
- Supports how the internal and external world sees your company and your products
- What the Brand stands for





# BRAND PILLAR EXAMPLES



Quality, integrity and innovation



Inspire creativity, passion, optimism and fun



Quality, value, and reliability

# MISSION STATEMENT

Answers the question, "Why do we exist?"

- Focus on your direction—where you are going
- Concise internal and external communication



# MISSION STATEMENT EXAMPLES



Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.



To Bring Inspiration and innovation to every athlete in the world.



It is the Mission of Advance Auto Parts to provide personal vehicle owners and enthusiasts with the vehicle related products and knowledge that fulfill their wants and needs at the right price. Our friendly, knowledgeable and professional staff will help inspire, educate and problem-solve for our customers.



Dana will grow profitably in the world's vehicular markets and provide industry leading shareholder value.

# UNIQUE SELLING PROPOSITION

What makes company/brand more **unique**, **valuable**, and **visible** in the market?



# UNIQUE SELLING PROPOSITION EXAMPLES



Finance or lease any new Hyundai and if in the next year you lose your income, you can return the vehicle at no further obligation



Melts in your mouth, not in your hand



Pizza delivered in 30 minutes or it is free



Online quote comparison could save you hundreds of dollars





## KEY MESSAGES

- Critical messages that you want to communicate
- Enhance relationships with your target audiences
- Shape how you position your company
- Guide how you talk about your company, its services & products



# KEY MESSAGES EXAMPLES



- 3M is a diversified technology company
- 3M applies innovation systematically to anticipate and respond to customer needs
- Practical and ingenious solutions are a strong part of 3M's legacy
- 3M is a global company with local presence throughout the world.



# KEY MESSAGES EXAMPLE



- Driveway Solutions Provider
- A friend to the community
- Reduces the jar to your car
- Made in the USA from recycled tires
- Satisfaction guaranteed—or your money back

# KEY MESSAGES EXAMPLE



- Aerospace precision
- Dyno and race proven
- Ultra-high load factors
- Bulls Eye Wall Tolerances – best available (.0001)
- Endorsed by the best (Ron Shaver and others)
- Global Technology and manufacturing

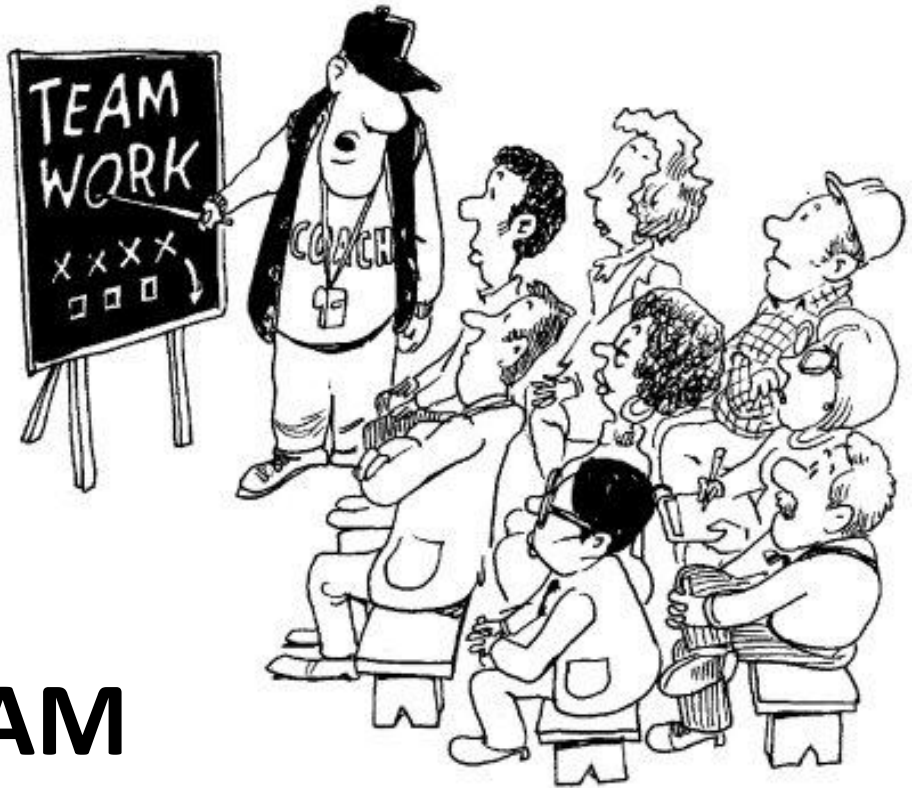
# VALUE PROPOSITION BUILDING BLOCKS





## 2. HOW TO DEVELOP YOUR OWN VALUE PROPOSITION

1. Gather your team
2. Brainstorming
3. Fine Tune



# GATHER YOUR TEAM

Should consist of 4-8 people

- Owners
- Managers
- Opened minded employees
- Strategy Consultants
- Out-of-the-box thinkers
- Long term employees





# BRAINSTORMING SESSION

1. Describe your company
2. Determine how you want to be seen in the world
3. Perform a SWOT analysis
4. Review your competitors



# DESCRIBE YOUR COMPANY

- What your company has to offer?
- Are you a great place to work?
- Are you visible within the business and local community?
- Are you focused on green products?



# DETERMINE HOW YOU WANT TO BE SEEN IN THE WORLD

Declare leadership in your category

- First to market?
- The technology leader?
- Fastest delivery?
- Most visible at racing events?
- Low price leader?
- Services no on else offers?



# SWOT ANALYSIS

STRENGTHS



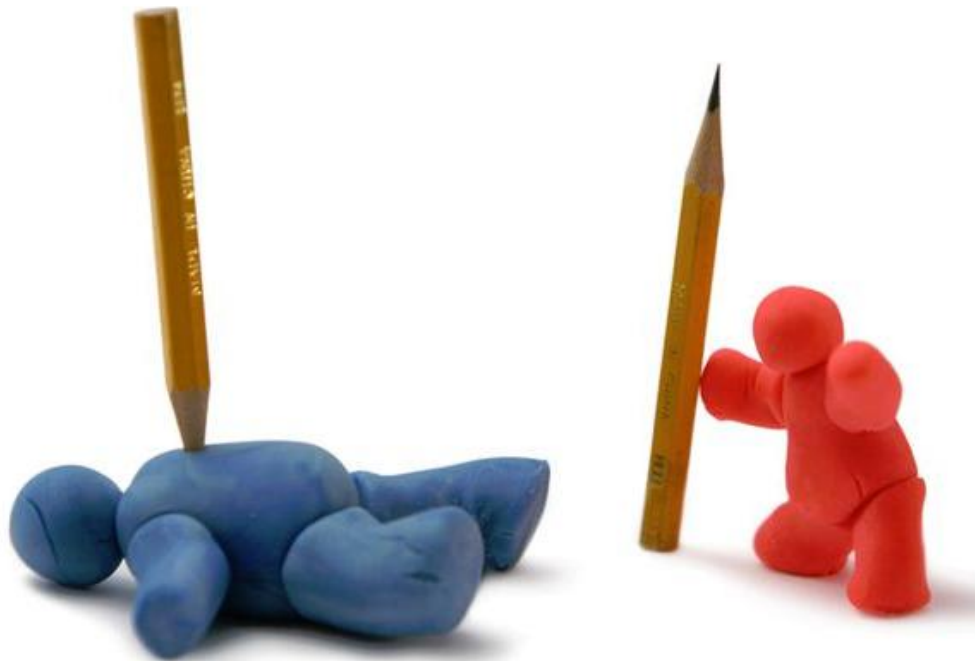
WEAKNESSES



OPPORTUNITIES

THREATS

# REVIEW YOUR COMPETITORS



- Understand the strengths and weaknesses of your competition
- Learn competitive market share
- Do a SWOT analysis major competitors and compare with yours
- Observe their marketing activity, product lines and promotions



# CRITIQUE/SURVEY

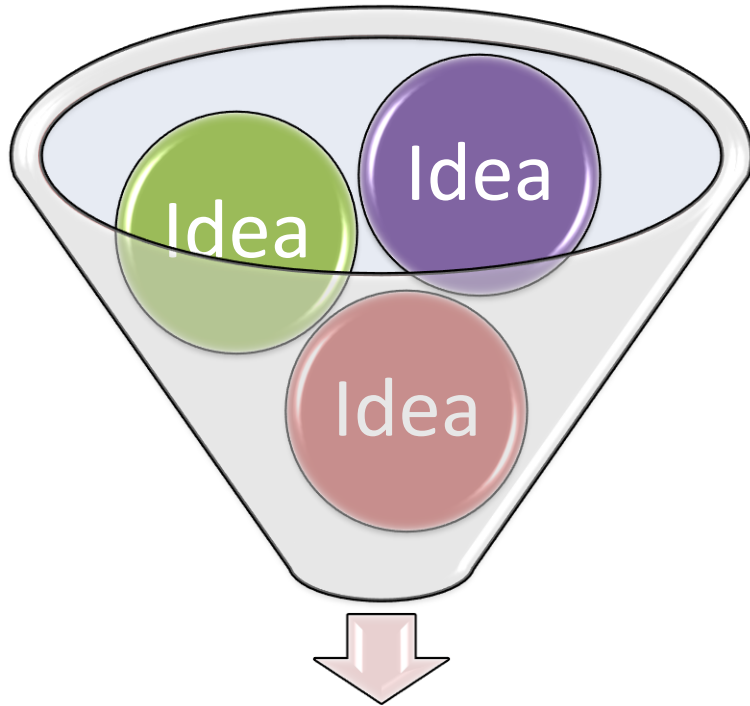
Get feed back from

- Industry leaders
- Customers
- Consultants
- Employees
- Friends

Determine if each building block is

- Intriguing
- Truthful
- Honest
- Original
- Memorable

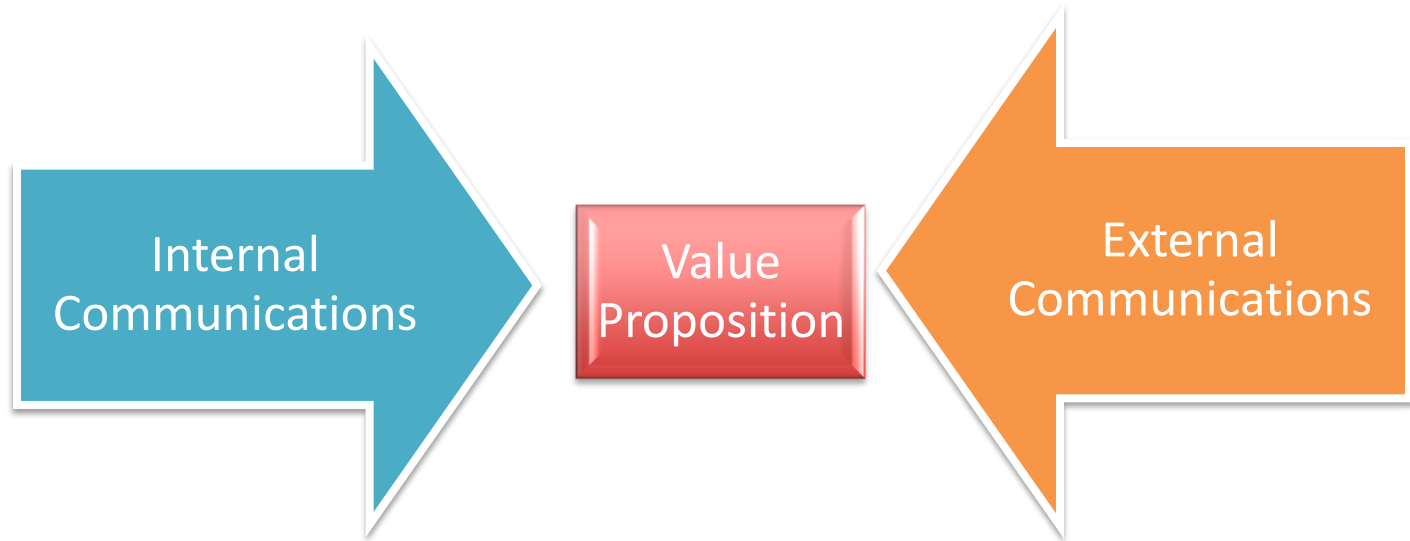
# FINE TUNE



**Value Proposition**

- Gather your team to review the assessments of others
- Write the final Value Proposition
- Train your team and keep it in front of them
- When selling or marketing, be sure your Value Proposition is always present

# IMPLEMENTATION & COMMUNICATION



# INTERNAL COMMUNICATION



Internal Communications

## **Employees**

- Training
- Handbook/DVD
- Events
- Team building
- Open communications
- Listening to ideas & suggestions

## **Stakeholders & investors**

- Accurate information
- Frequent communication
- Honest projections



# EXTERNAL COMMUNICATION

## Outer Appearance

- Uniforms
- Store Design
- Trucks
- Waiting Rooms

## Marketing

- Website
- Sell sheets
- Business Cards
- Telephone Messages
- Signage
- Packaging
- Merchandising

## Customers

- Deliver what you promise and when you promise
- Prompt and fair handling of disputes and warranty claims = “the customer is always right”

## Supplier Relationships

- Seek the best and fairest deal
- Be their favorite



External Communications

# VALUE PROPOSITION BUILDING BLOCKS

- The foundation supports the structure
- The Brand is how the world sees you
- Think about the most powerful brands in the world – Coca Cola, Apple, BMW – what's the first thought that comes up?
- Keep your Value Proposition always present



# Questions?

For a step by step guide to developing your value proposition please free to email me.



## The Marx Group

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**NEXT TRUCK**  
The premier magazine for buyers of trucks and trailers  
A joint venture of Road&Track, North and USA Engineering Companies

# WEBINARS

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