

THE VALUE JOURNEY

YOUR ROUTE TO SUSTAINABLE GROWTH



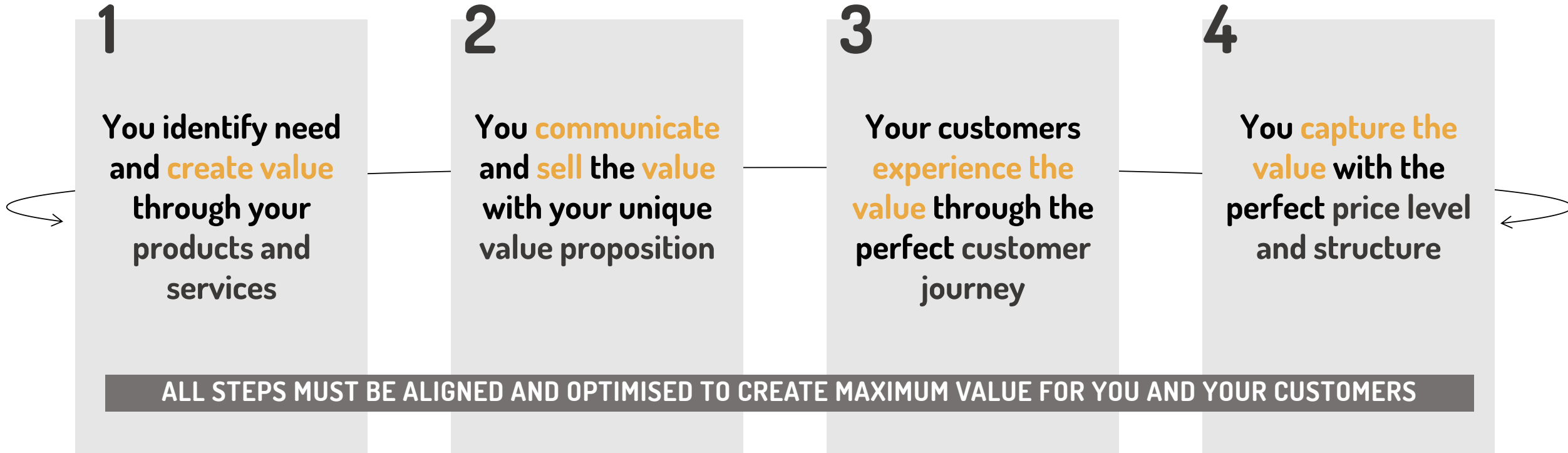
DO YOU EARN WHAT YOU DESERVE AND DESERVE WHAT YOU EARN?

Understanding each element of The Value Journey, from value creation to value capture, will help your company find that sweet spot where customers are delighted and your financial results are in great health.

Utilise our Value Journey self-assessment tool to prompt some questions and inspire small changes that can make a big difference.



ELEMENTS OF THE VALUE JOURNEY



ASSESS IT . CONTINUOUSLY IMPROVE IT. FIND THE KEY TO LONG TERM SUSTAINABLE GROWTH



IS YOUR VALUE JOURNEY OPTIMISED FOR
LONG TERM SUSTAINABLE GROWTH?



VALUE CREATION

THIS IS WHAT YOU LIVE AND BREATHE – YOUR PRODUCT OR SERVICE. TAKE A STEP BACK AND REFLECT ON THE FOLLOWING:

1

You identify need and **create value** through your products and services

- Are you developing features that your audience really need or that you think they need? Are you out there finding out?
- Have you very clearly identified your perfect target audience – those that have a true need and willingness to pay?
- How much research and user testing have you performed to understand the value you deliver?
- Are you constantly assessing changing market conditions and competitor environment?



VALUE COMMUNICATION

YOUR TARGET CUSTOMERS WANT TO UNDERSTAND EXACTLY WHAT VALUE YOU CAN OFFER THEM – DO THEY?

2

You **communicate** and **sell** the **value** with your unique value proposition

- Are you communicating to the right people, in the right places, at the right time?
- Does your communication clearly and consistently explain:
 - The customer needs that you meet or the problems that you solve?
 - Your specific points-of-difference? Why buy from you?
- Do you have quantifiable data / case studies to showcase your value?



VALUE EXPERIENCE

DO YOUR CUSTOMERS “FEEL” THE VALUE IN THE WAY THAT YOU THINK THEY FEEL IT?

3

Your customers
experience the
value through the
perfect customer
journey

- Are your customers experiencing what they want to experience at every touch point?
- Does your customer experience live up to the price you charge and the image you portray?
- How do you measure success at each step of your customer journey?
- What is the story existing customers will share with potential customers regarding your brand experience?



VALUE BASED PRICING

DO YOU EARN WHAT YOU DESERVE AND DESERVE WHAT YOU EARN?

4

You capture the value with the perfect price level and structure

- Do your price levels reflect your differentiated value ?
- Does your price structure allow you to optimise price by customer need or customer type?
- Are your prices based on knowledge of customer willingness to pay?
- Do you understand customer and product level profitability?



IS YOUR VALUE JOURNEY OPTIMISED FOR LONG
TERM SUSTAINABLE GROWTH?

SMALL CHANGES CAN MAKE A **BIG** DIFFERENCE





We hope you find the knowledge shared useful. If you would like to have a deeper understanding of your customer's value journey and how to optimize each step, please contact us to chat about workshops, trainings and individual consulting.

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