



# BMA Chicago

January 16, 2013

# Why GE Turned to DVP

## TREND 1: VALUE

### BUSINESS LEADERSHIP PERSPECTIVE

#### Develop skills/tools for effectively quantifying and communicating value created for customers

Our study validated the heightened need for businesses/services/products to clearly delineate their unique value propositions as they relate to the needs and wants of their customers—across the entire value chain.

The number of mentions, the “energy” of the mentions, and the richness of the language about this topic clearly identified this as the number one trend as we move toward 2012: an area where new skills, tools and research are strongly needed.

#### Key respondent quotes included:

- “...with companies moving to leaner organizations ... the challenge is to gain mind share with the remaining people ... showing value is necessary for your leaner customers to even make the time to meet with you ...”
- “Business marketers need to produce new ways of demonstrating the value their solutions offer in the customer's business. Making it tangible, easy to perceive... Technologies like remote monitoring, computer models that track results, collecting key data to measure the delta of improvements is significantly important.”
- “Our biggest challenge is deepening our relationship with customers and helping them see the total value proposition we deliver to them—including but not solely driven by innovation—and what it holistically is worth to their business versus just evaluating us on a per-item quote versus a competitor.”

#### Benchmark companies cited – value quantification/communication:



ORACLE



According to ISBM the most critical challenges for business leadership to solve are:

- “More effectively **quantify** and **communicate** value created for customers”
- “**Develop approaches** to better understand what customers really need”
- “Find, sense, identify and assess new **opportunities** for organic **growth**”

## Motherhood and Apple Pie?

# No. The difference today is Speed

B-to-B Marketing Trends Study 2012

# Business Challenges Addressed

DVP has transformed and improved our approach to these challenges

## Marketing

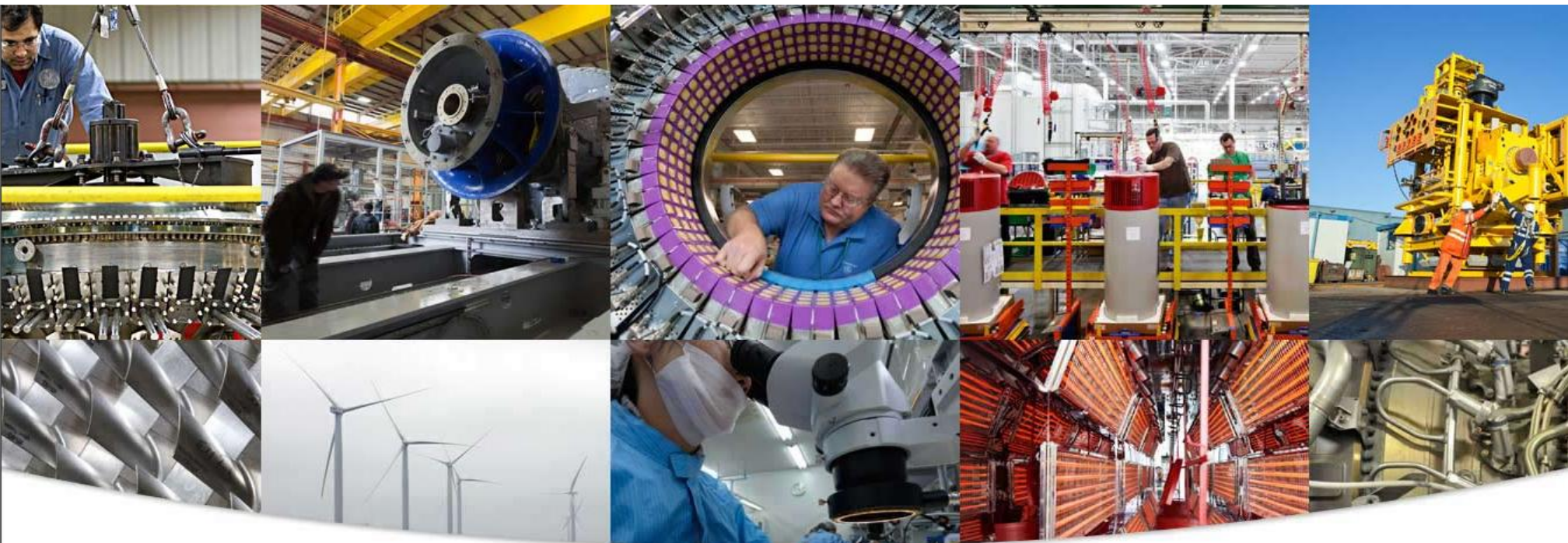
- ✓ *Identify new product and service offerings in a competitive market*
- ✓ *Define and quantify a Value Proposition*
- ✓ *Understand gaps/reasoning behind disappointing products/services*
- ✓ *Develop customer-informed growth plans*
- ✓ *Correlate value creation to value capture*
- ✓ *Create internal alignment on what is valuable to customers*

## Sales

- ✓ *Establish collaboration framework with a Strategic Account*
- ✓ *Prepare for upcoming deal*
- ✓ *Build joint growth plan with customers*
- ✓ *Repair weakened/damaged customer relationships*
- ✓ *Create organizational accountability to execute on behalf of customers*
- ✓ *Engage customers off-cycle*

# ▶ DVP and Speed

20 P&L's, 5 continents, 40 applications ... in 1<sup>st</sup> year



# Valkre is a System for Growth

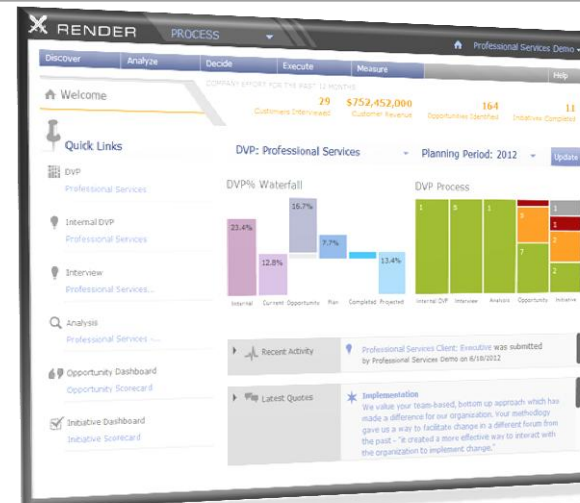
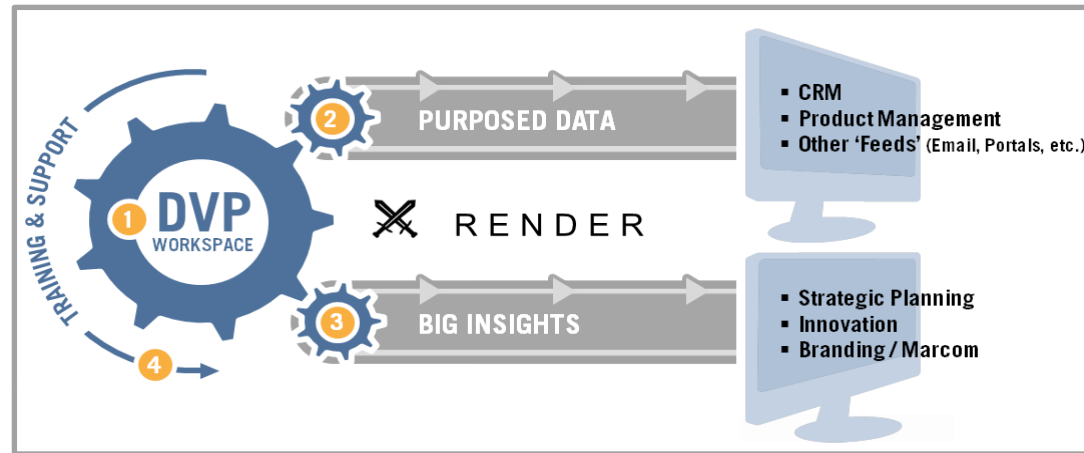
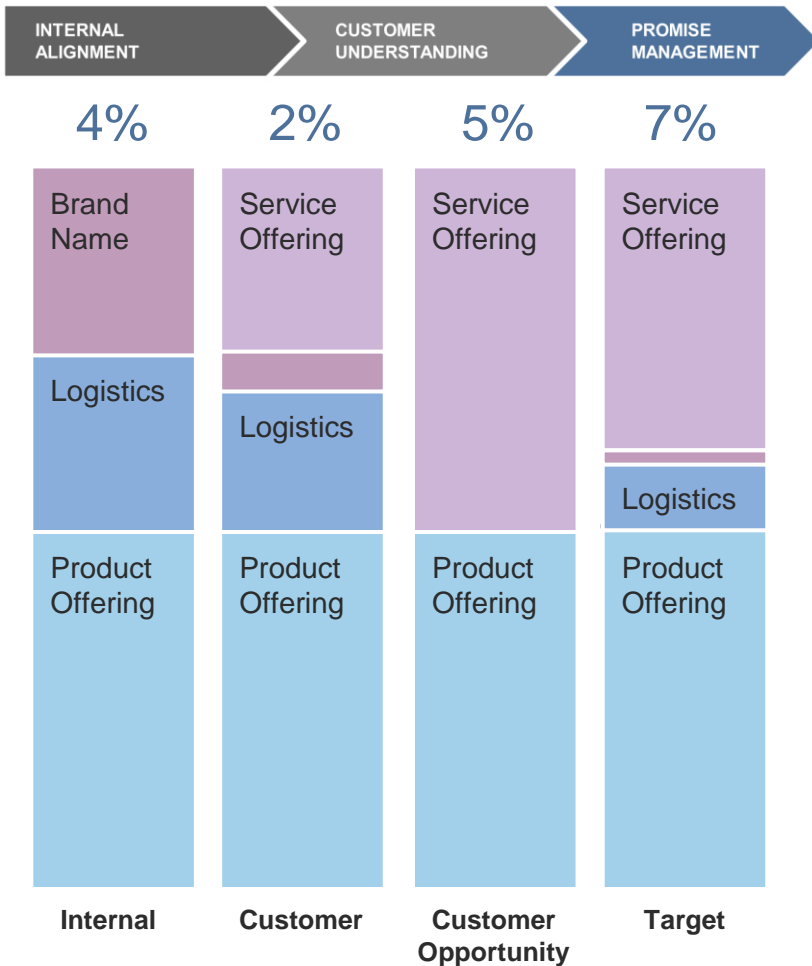
## DVP® Method

- Improve Sales: Purposed Value Data
- Improve Marketing: Big Insights



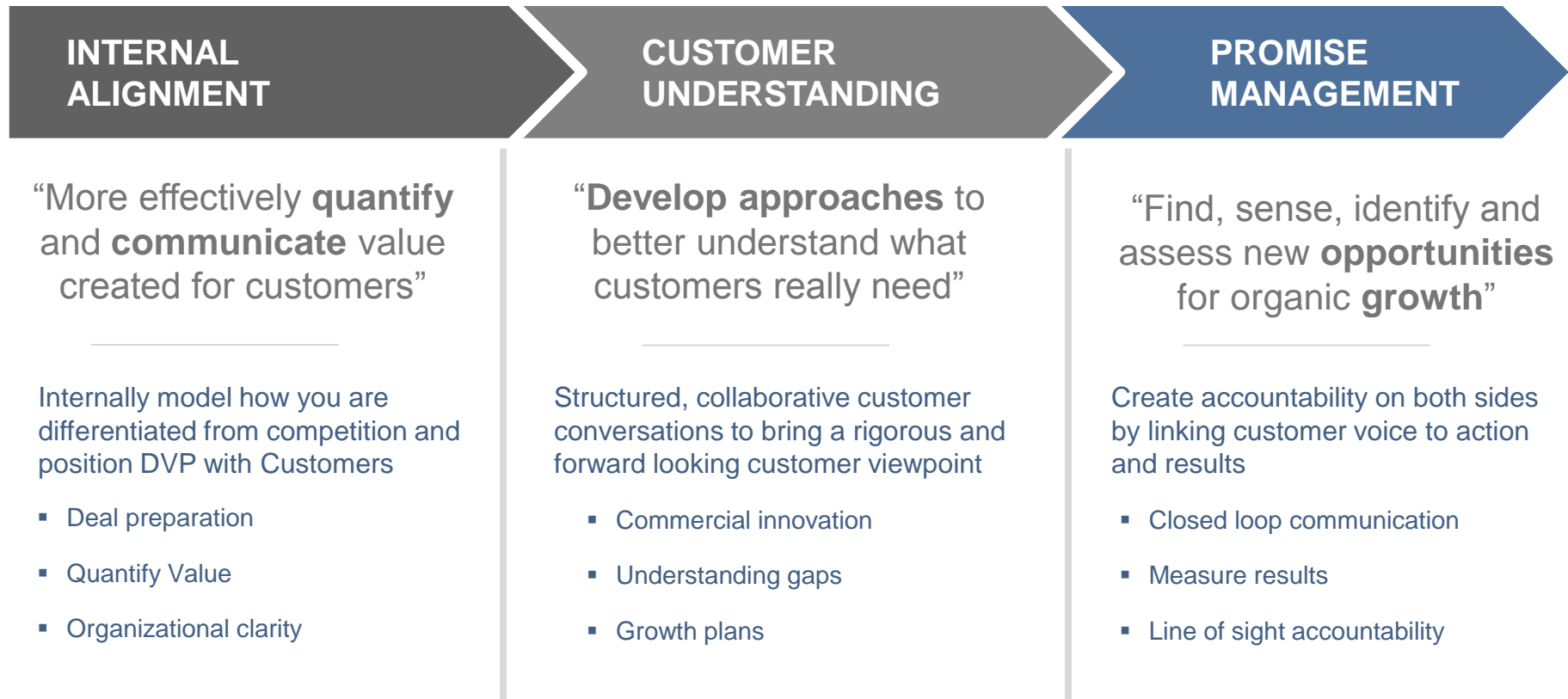
## Render® Software:

- Speed, Scale and Cost
- Skill the Organization

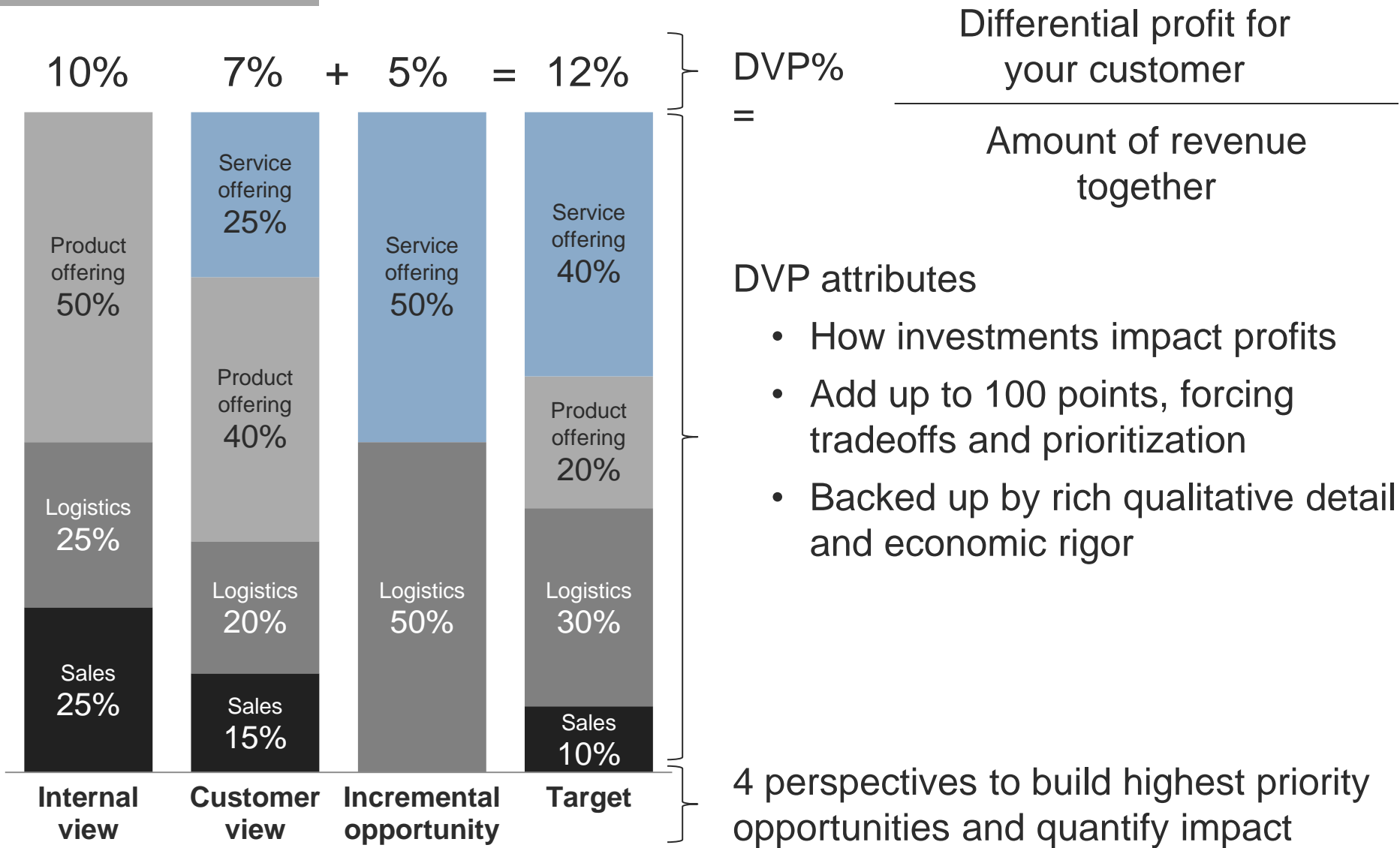


# DVP Method

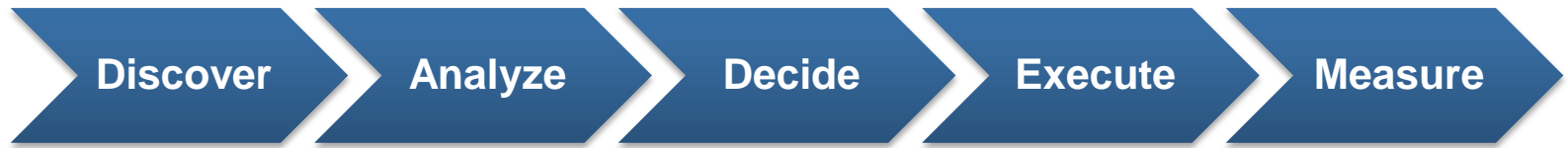
Proven path to execute quickly and effectively that delivers impact every step of the way



# The DVP Framework



# DVP process ... long-term customer engagement



## Timeframe

1 month

1 month

1 month

1 month

Ongoing

## Activities

- Align with internal leadership on DVP in cross-functional sessions
- Discuss DVP with customer

- Conduct 90-min listening sessions with customers
- Convert interview data into top differentiators & top opp'ties

- Build action plan based on top opp'ties
- Align on preliminary execution plan

- Execute and document progress
- Communicate progress internally and with customers

- Measure DVP improvement and financial outcomes

## Customer touch-points

- Preliminary discussions

- Interviews
- Hypothesis refinement

- Opportunities & action plan

- Execution plan and metrics

- Monthly virtual meetings

## Deliverables

- Internal DVP

- Customer DVP
- Opp'ty DVP

- Target DVP
- Action plan

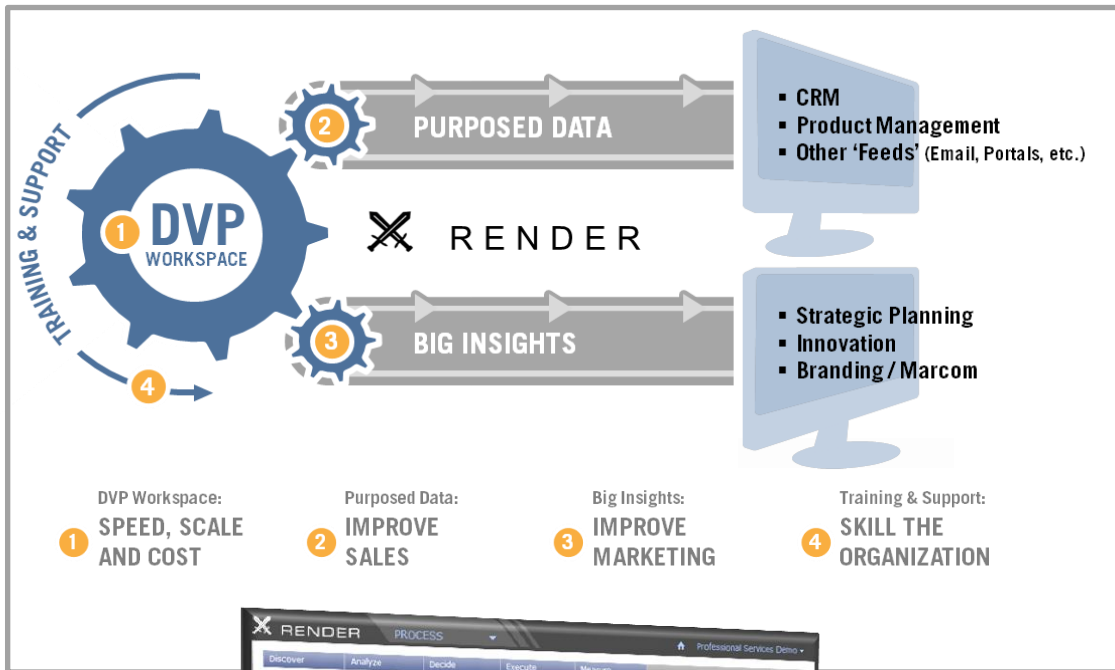
- Scorecard

- Progress updates

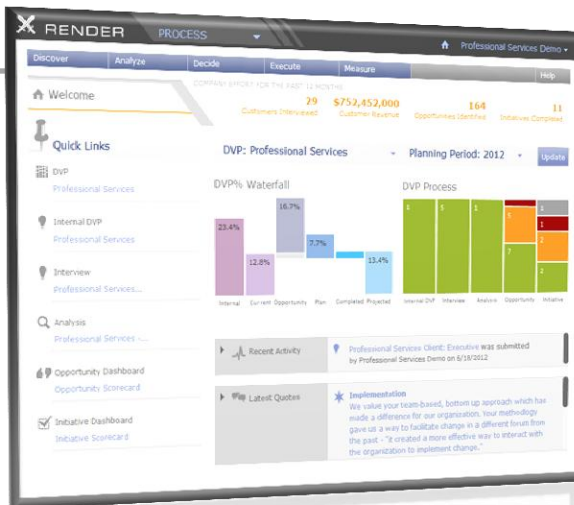


# Render® Customer Value Software

Render is the outcome of more than four years of sales and marketing innovation...speed enablement



- Holds the DVP process together and enables speed and scale
- Software-as-a-Service and big companies
- Marketing's growing role in technology
- The changing landscape of central vs. decentralized buying
- Collaboration enablement
- Stuff on the horizon



# DVP Impact: GE

“...what we have learned about DVP is that this is truly a revolutionary process whereby we can build a great partnership with our customers, take from wherever we are today and take it to a higher level down the road...”

– Steve Liguori  
Executive Director, Global Marketing  
General Electric



## GE shared their DVP experience at the BMA International Conference

### Why DVP

- Quantifies customer voice & backs it w/ process rigor...*metrics!*
- Run as a *Business initiative*...Marketing discipline that engages across functions
- *Changes the sales conversation*...from product to value
- Embeds customer in the culture... *DNA of how we do business*




It is an Exciting Time to be in  
Marketing!