

## Identifying which Opportunities you should invest time, effort, resource and cash into...

... is not always straightforward. When the customers seem to be ideal, there always seems to be an undue amount of competition. Where competition is less, the opportunities never seem to be so good. So, what's the answer?

### Research, Alignment and Value Positioning

The problem with 'business as usual' today, is that this ideal state no longer exists. Today's market is characterized by great organisations who customers choose to buy from, and the rest. The rest however are being driven to adopt lower and lower cost models to survive. As the power of information technology grows, all players in a market will have access to far more information. Thus, totally new business models will emerge in which even players from outside the industry are able to vastly change the basis of competition in a market.

If people in an organisation don't understand how a company is supposed to be different, how it creates value compared to its rivals, then how can they possibly make all the myriad choices they have to make? Every salesman has to know the strategy -- otherwise, they won't know who to call on, or what to say. Every engineer has to understand it, or they won't know what to build.

The knowledge required to achieve these goals has changed, most organisations store of knowledge hasn't. The results are clear today and getting clearer. Those that gather the best customer focused knowledge and use it to produce the best differentiated Value for their customers are and will continue to produce the best results.

By better understanding the needs of your prospects and customers, you can more accurately align your offerings to their needs, and present them in such a way that your customer or prospect clearly perceives you as distinct and differentiated, offering them real Value throughout their organisation.



ICDL's Business Acceleration approach focuses on understanding the difference between your view of your customer's needs and their view, which often turns out not to be the same thing. It is through understanding this difference that learning can take place to create a mind set change in your approach to your customers. ICDL call it outside-in thinking.

It is this thinking and approach that enables organisations to identify the opportunities that they should invest in, from the rest.

"The ICDL model focused the energies of the StreamServe sales team into looking at their offering from the customer's perspective. This ensures a much more aligned set of offerings that clearly deliver competitive advantage for StreamServe's customers by enabling them to deliver enhanced benefits to their customers".

Joe Francis, Director World Wide Sales Operations, Streamserve Inc

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail [enquiries@thebusinessaccelerators.com](mailto:enquiries@thebusinessaccelerators.com)

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