

In a world of increasing competition and reducing differentiation....

...many companies are finding it harder to justify to their customers why they should buy from them. The issue always seems to end up at price. Why, because the customer cannot see any other reason why they should select one company over another.

So how do you deal with this?

There is only one way this issue can be overcome... evidence to your customer why they should buy from you rather than anyone else. Sounds obvious? Well it is, but obvious is not always easy!

ICDL specialises in helping Blue Chip organisations better position their Value and through this, evidence their differentiation to their customers resulting in more wins, more often from more customers.

How do we do this?

Business Acceleration from ICDL is founded on the principle of Value. Value is the energy that drives business growth. When you can prove to your customers that you have capabilities that will deliver competitive advantage to their businesses, you have created Value in their minds. You have also opened the door to sales opportunities that are easy to win and that deliver higher Value to your business, as well as to your customers.

Selling based on Value creates its own challenges, not least that most Value based conversations take place at a senior level. These conversations present new and ever more difficult challenges, requiring superior skill, preparation and knowledge that only the most accomplished sales professionals typically possess.



Executive level sales people communicate in more sophisticated ways enabling their customers to see them as adding exceptional value and developing relationships where their customers see them as business partners rather than salespeople. These relationships are valued by clients and lead to many sales over time.

ICDL enables organisations to develop high value long term relationships with their clients by ensuring that the business needs of client's are clearly understood, and the organisation is aligned to exceed delivery expectations.

Research shows that senior level customers are looking for salespeople who can offer new insights into their challenges, and who can help them develop new strategies. These sales people become 'Trusted Advisors'. To become a Trusted Advisor, a salesperson needs to have a deep understanding of the customer's business challenges, an equally deep understanding of their own organisation's capabilities and to be adept at helping customers break out of old assumptions and create net new Value.

The function of Business Acceleration is to provide your business with the practical tools and know-how that enable you to create Value for your customers. We don't just tell you what to do. We put in place visible deliverables that instil the principles of Business Acceleration deep within the organisation, so that the underlying concepts become practical reality in every area, from the boardroom to the sales front line.

Value is created by the Alignment of your competitively advantaged capabilities with the business needs of your customers. It is this Alignment that unleashes the full power of Business Acceleration within your organisation from end-to-end.



ICDL

"Whereas earlier, the focus would have been on the products and how to sell them, now the focus is on creating value and assessing the opportunities from a broader viewpoint".

Heikki Viika, VP Sales & Marketing, Bombardier Rail Control Systems

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433
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