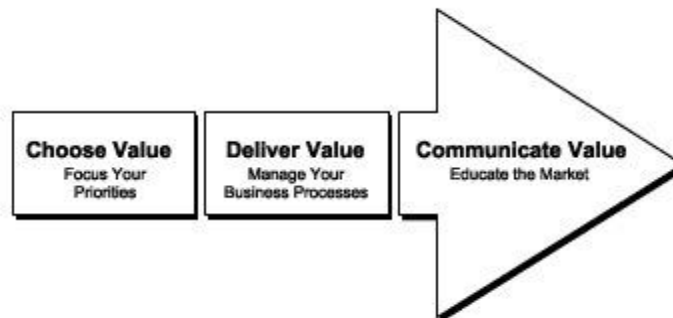


## Tools of Customer Value Management

### Free Factsheet Series

#### The Value Creation Arrow



At its core, customer value management is really simple, as described in this graphic.

- Choosing value: deciding what value proposition you're taking to market.
- Delivering value: making sure your business processes are aligned with your value proposition and working together to deliver it effectively.
- Communicating value: educating the market on your value proposition

As Ray states in his book, "Most people can intuitively accept that it makes good sense for a business to find out what customers value, figure out how to deliver value better than the competition, and make sure customers recognize the value they're getting. I'm left wondering why do so many companies find this so difficult?"