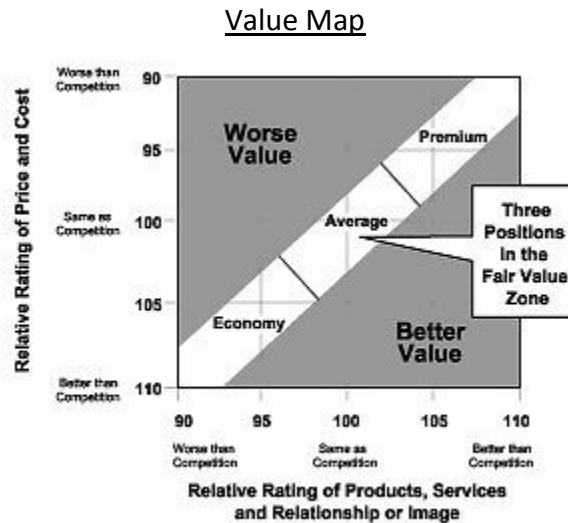


Tools of Customer Value Management

Free Factsheet Series



The value map is a more sophisticated tool for understanding a company's competitive position in the overall market (as opposed to just with their own customers) and plotting their competitive strategy.

In his book, Ray explains "It's become clear in my work with value maps that customer perceptions of the overall cost of the product or service are more important than the actual price, just as their perceptions of whether your costs are higher or lower than your competitors matter more than where you know you really stand."