

CUSTOMER VALUE CHECKLIST

DIVE INTO VALUE BASED SELLING

Compete on value - not price.

MERCURI
international

Customer Value Checklist

These are at least six different types of customer value.
Use this checklist to support and inspire an assessment of:

- 1) Which types of value are your customers looking for?**
- 2) Which types of value could you contribute to your customers?**



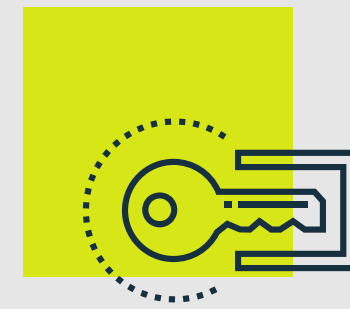
Revenue-related

- Market share
- Pricing
- Retention



Cost-related

- Efficiency
- Productivity



Risk-related

- Finance
- Operations
- Implementation
- Supplier



Subjective

- Strengthen internal power
- Boost career
- Reduce anxiety
- Simplify



Strategic

- Industry insight
- Customer advocate
- Anticipate problems
- Strategic direction



Identity-related

- Social responsibility
- Sustainability
- Employer branding



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