

Conveying Value "Not Yet Great to Great" Behavior Grid

Not Yet Great

1

Builds customer relationships by conveying product knowledge and expertise to the customer

2

Restates the customer's priorities and focuses on those that seem most important

3

Overpromises that offering will address all of customer's priorities

4

Discusses value in terms of the product features

5

Shares how other customers have evaluated the impact of their purchase

6

Uses case studies to highlight specific results other customers have achieved

Great

1

Earns trust and builds credibility by partnering with the customer to create business value

2

Validates his or her understanding of the customer's business priorities and asks the customer to prioritize them

3

Creates credibility by describing which customer priorities the offering will impact and which it will not

4

Discusses value in terms of the results the customer will gain from the offerings

5

Discusses the customer metrics that will be evaluated to determine the impact of the solution

6

Conveys value by discussing how the offerings can accelerate the customer's desired business results