

CUSTOMER VALUE MAP (CVM)

EXAMPLE PROPOSAL

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PRESENT

Where we are today?

We've had the opportunity to partner together over 200 days, delivering to 1,500 of your employees helping them to engage better with each other through the MX System. Today the business wants to move to profitability by looking at how the sales and finance/procurement department supports the business achieving a greater increase in its gross margin results. This proposal is focused on the impact, implications and value we can bring to help each department achieve its strategic goal and to achieve the business goal of increasing its gross margins.

GOAL

What and when you want to achieve this goal?

The business wants to increase its gross margins from 40-54% in the next 12 months. We'll be looking at what the specific support you could need over this period. This will be based on identified needs you've observed and we've discussed in detail.

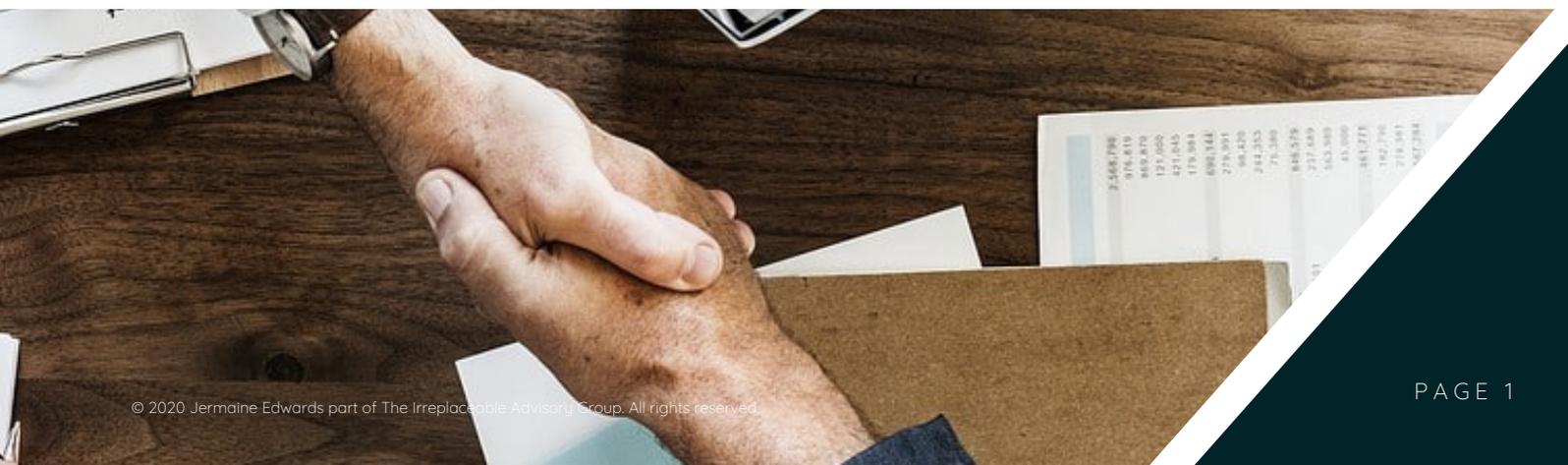
PROPOSE

How we'll help you achieve that goal.

The biggest impact can be made by using our existing systems in your business. This system can reinforce messaging for managers and employees to think differently about the commercial decisions they make with customers and suppliers.

We can help do this in three ways:

1. Helping to reinforce value first by sharing your internal tools to help employees in your sales and finance/procurement department have more profitable conversations.
2. Support managers in being able to consistently reinforce that information with clear messaging agreed with you.
3. Use our tool to help your sales teams more easily evaluate the average margins in their deals.



EXPECTATION

What we'll need from you to make this a reality.

To deliver on this we see strong collaboration being key. The better and more open we communicate the quicker we can pivot, adapt or change things to achieve the results that matter for you and the business. We know how to set this up well and we have a clear road map for your success.

FUTURE

How we protect against disruption and potential blocks..

We took a 12-month view and uncovered two potential challenges that may slow or stop you achieving your goals:

- 1.Potential lack of time or commitment for managerial input. The impact of this is huge as the cascading and reinforcing of the message to employees will be critical for engagement. We want to enable managers to utilise that time in coaching and supporting the right activities.
- 2.Potential lack of communication alignment through existing systems. The fastest and most effective way to reach your employees weekly wherever they are in the world is through your internal systems. These are used internally and externally by employees. The challenge is there are multiple systems that do not communicate well together for different reasons.

PROPOSE

How we help you achieve that goal.

How we solve the potential blocks:

- 1.Manager time: The most common major blocks to manager time capacity is administration, meetings and performance management. We've begun a plan to adapt and personalise our system to fit into the times your managers would naturally communicate with their teams off or online. They will get personalised automated reminders to support communicating the message clearly and consistently. We've attached an example of what this could look like within this proposal.
- 2.Lack of alignment: This is a much wider challenge but it is something we've overcome with other customers who we'd be happy to connect you with. How we solve the challenge of lack of system alignment is by focusing on the primary channel of communication for most employees. For most company's that is email. With your existing internal system which we're connected to we have a lot of data that has helped us better understand employee behaviour with your internal communication. One of these is what time of day and for how long the average employee is on your system and what they look at first. We can tailor very specific communication to target the right message, information and support. This will help stimulate thought and gradual change in approach and behaviour from employees. This will mean over time you'll see incremental shifts in behaviour and more profitable outcomes. We've attached an example to illustrate this in practice.

BUILD AND DELIVER

How long will it take to implement?

The big question is how do we put this all together? How we get from A, where you are now to B, closer to your goal of achieve 52% gross margin. We'll do this in six steps and with the least amount of disruption to your business operations.

Step 1 – Consulting with you

Step 2 – Evaluating the data

Step 3 – Personalising the system

Step 4 – Deploying the system

Step 5 – Evaluating and adjusting

Step 6 – ROI measure and engagement

INVEST

What investment is needed to make this a reality?

What does this mean in terms of investment to achieving this big goal and meeting the goals for your departments? For you it means One package, One solution and multiple results achieved

Total investment: £55,000

Expected ROI by department:

Sales: increase gross margins by 10% extra gross margin on average department sales of £500,000 per quarter (gain: £200,000 over 12 months)

Finance/procurement: Minimum of 8% reduction in costs on average of £50,000 in costs per quarter you (keep £16,000 over 12 months)

What will the business see?

For £55,000 investment, you can gain an extra £161,000 with a combined margin increase of 18%. You achieve this while doing the same work just more efficiently with our tools to support you.

The added value is the process can be improved and you or we can manage it

We can support quarterly maintenance of £5,000 per quarter while you continue to grow and benefit from the gains.

WHAT NEXT?



Your feedback is what's important now. Like you, we recognise the importance and urgency of making the right decision to support your goals.

This proposal is about taking pressure off you, giving you and the business a clear path to results and ensuring you get a return on your investment.

Let us know what questions immediately come to mind and we look forward to helping you achieve an awesome result this year.

Contact us : support@jermainedwards.com.