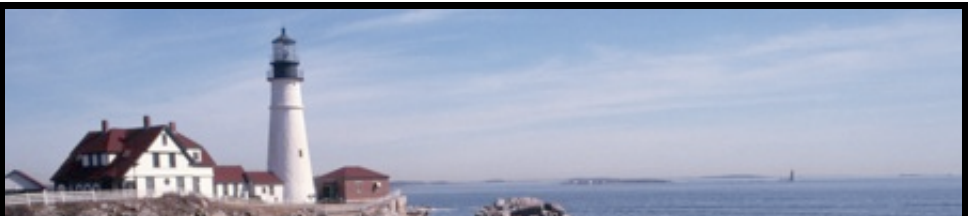




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Guest,

Welcome to:

12 Differentiating Strategies for Creating More Value for Customers

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here: 



Featured Guest:
Marc Emmer
President, Optimize Inc.
Author of *Intended Consequences*

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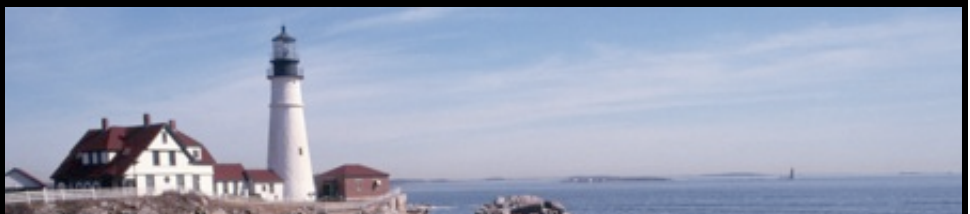
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The Choice

- Either you must be the low cost leader or create a differentiated offer

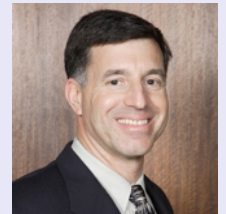


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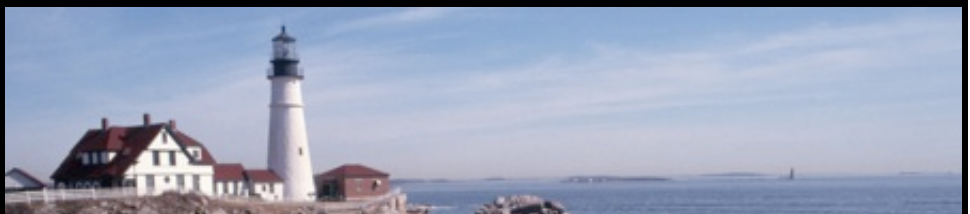
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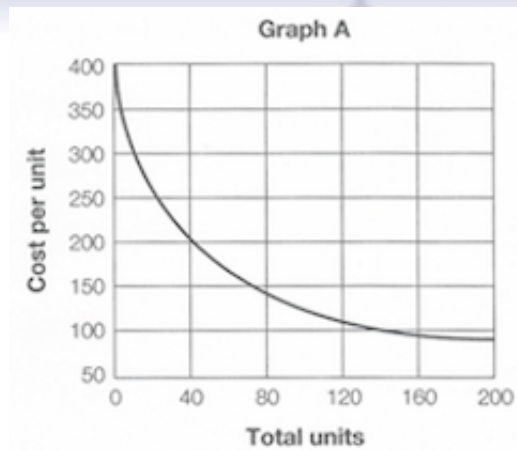
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The Experience Curve



The low-cost leader accepts the burden of permanent downward pressure on prices.

Source: The Lords of Strategy-Water Kiechel

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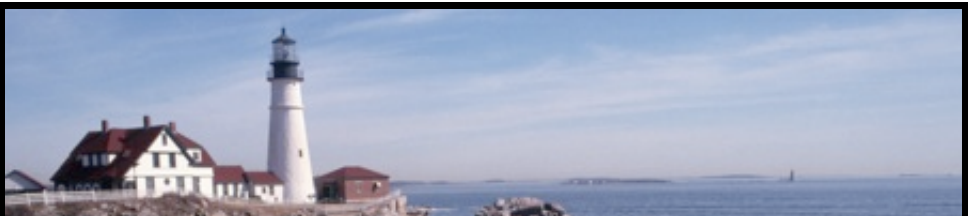
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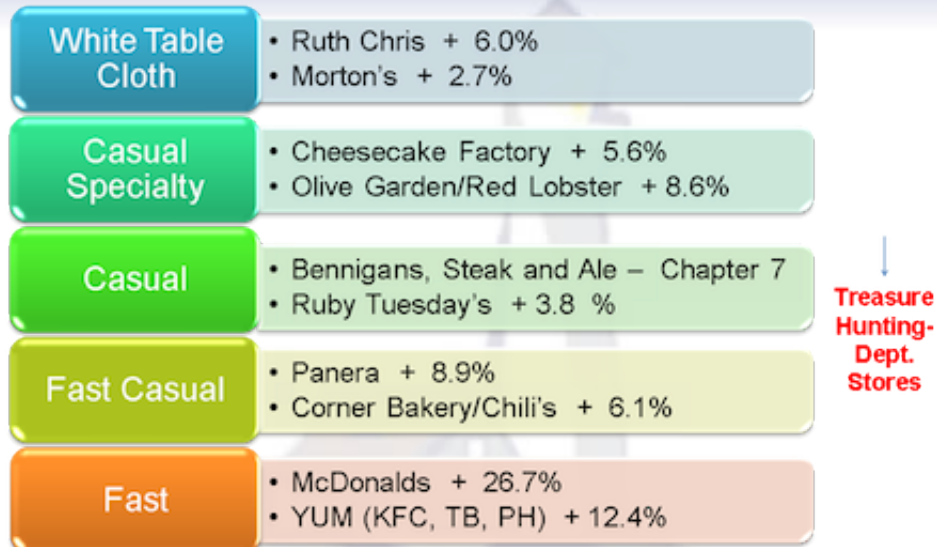
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The Price Wedge



Source: Operating Margins as posted on Yahoo Finance March 10, 2009

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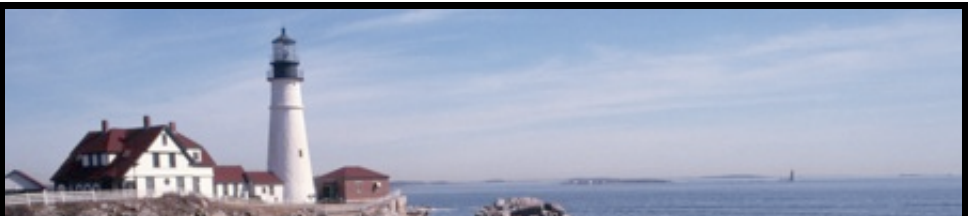
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Continuum of Value



- Opportunity: Trade clients up to more profitable services
- CPA Example

4



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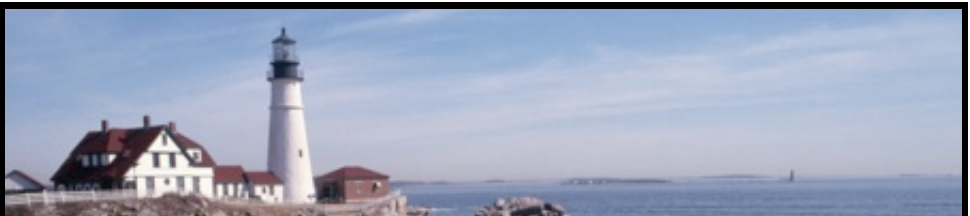
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Consumer Behaviors Translate to B2B



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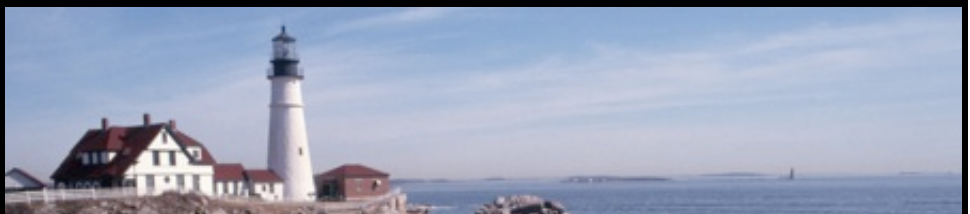
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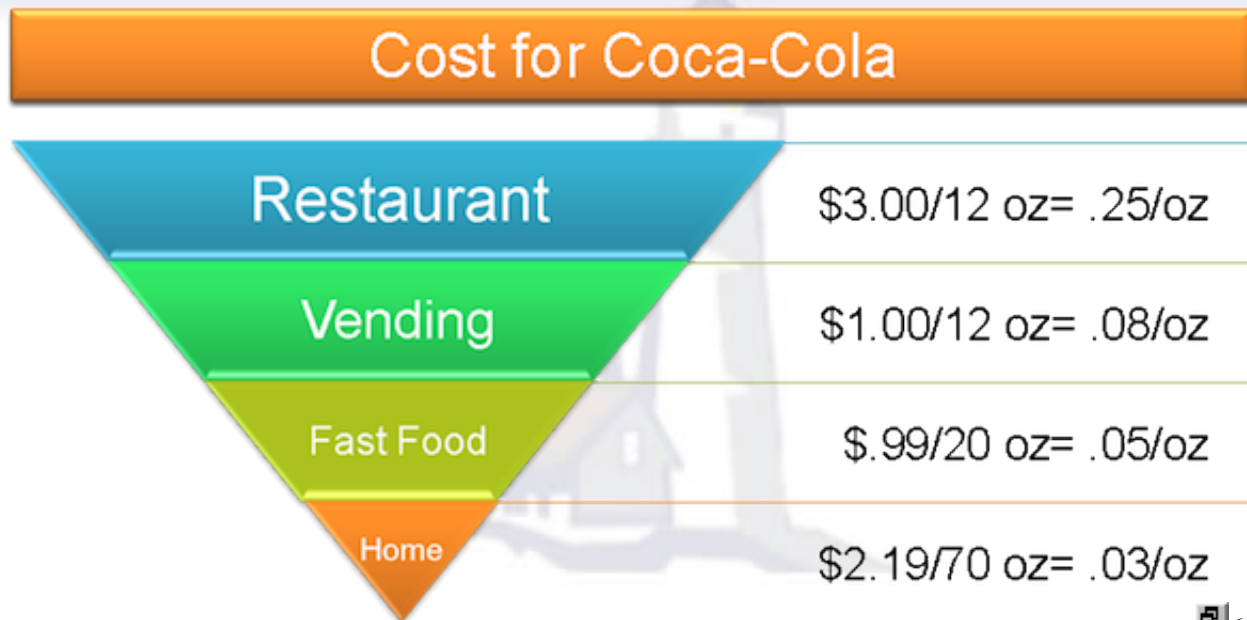
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Pricing Within Each Segment of the Value Chain



6

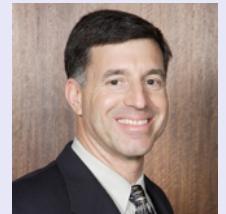


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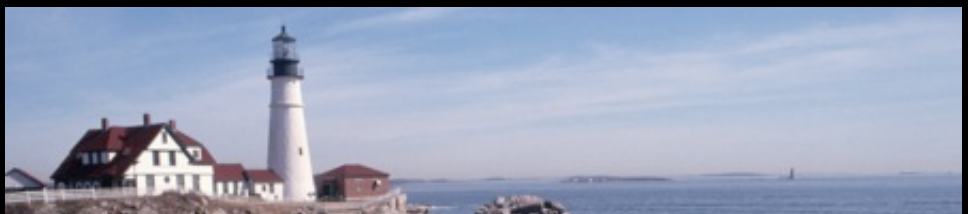
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Open Line

Low-cost leadership and differentiated offers are not mutually exclusive. The following differentiators support functional, technical and emotional value triggers and will protect your company from the cadence of competition. These differentiators will magnify the perceived value for your products and services.

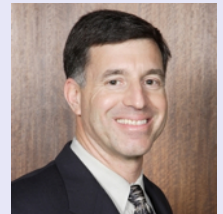


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Use Emotional Triggers as a Differentiator



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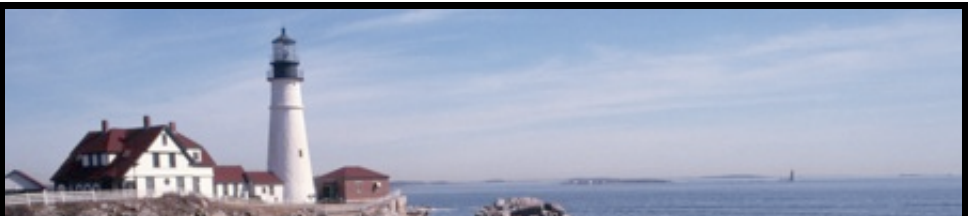
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Alternative Marketing Strategies

- Defensive Brands (Coach, SCG)
- Comparison Branding (commonality)



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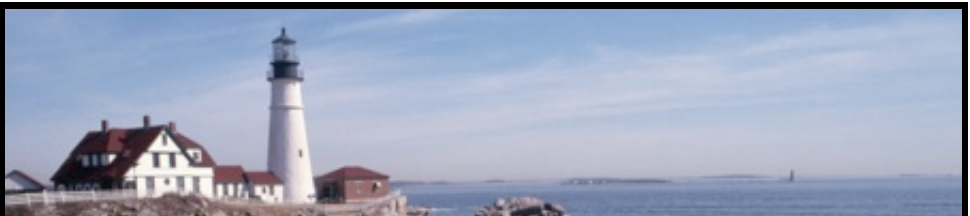
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Service Innovation as a Differentiator



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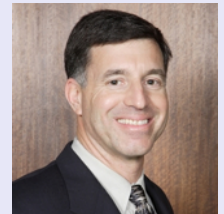


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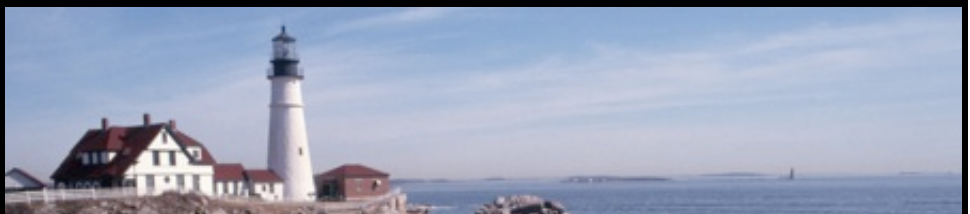
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Lowe's Appliance Buying Guides, How-To's, and Installation Options



[Appliance Buying Guides](#)



[Appliance How-To's](#)



[Have It Installed](#)

Create a signature product or service



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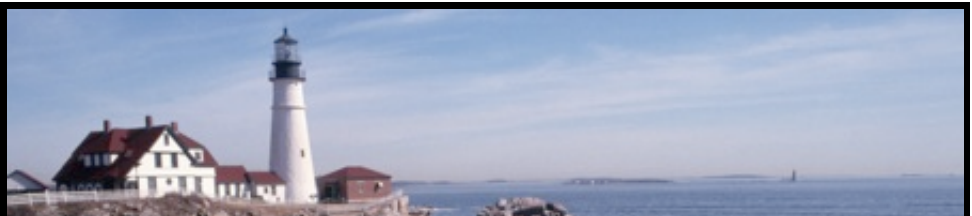
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Validation from a 3rd Party as a Differentiator



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CERTIFIED PRE-OWNED

CPO VEHICLE SEARCH

- Canada, Hawaii & Puerto Rico Dealers

LEXUS CPO OVERVIEW

- Lexus Ownership Experience
- Certification
- Warranty
- Stellar Coverage
- CPO Financing
- CPO Program Comparison

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Lexus Certified Pre-Owned Overview

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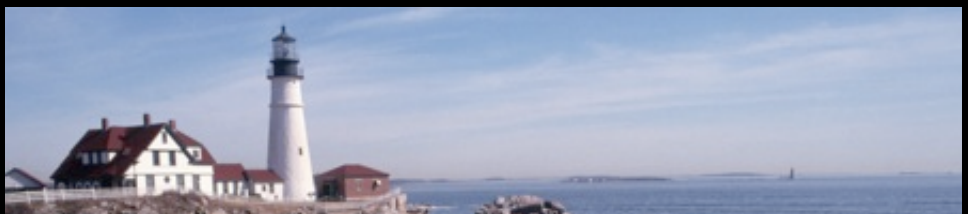
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Exclusivity as a Differentiator



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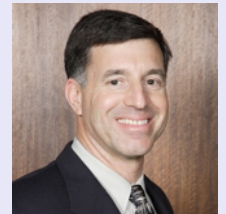


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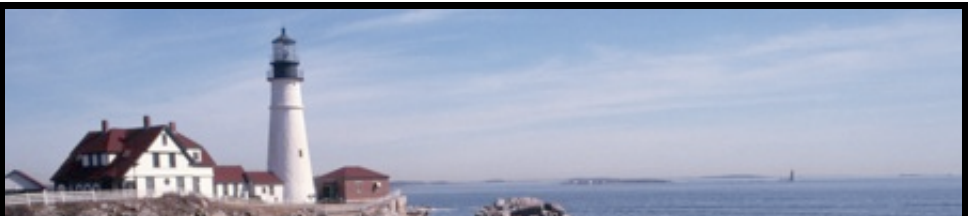
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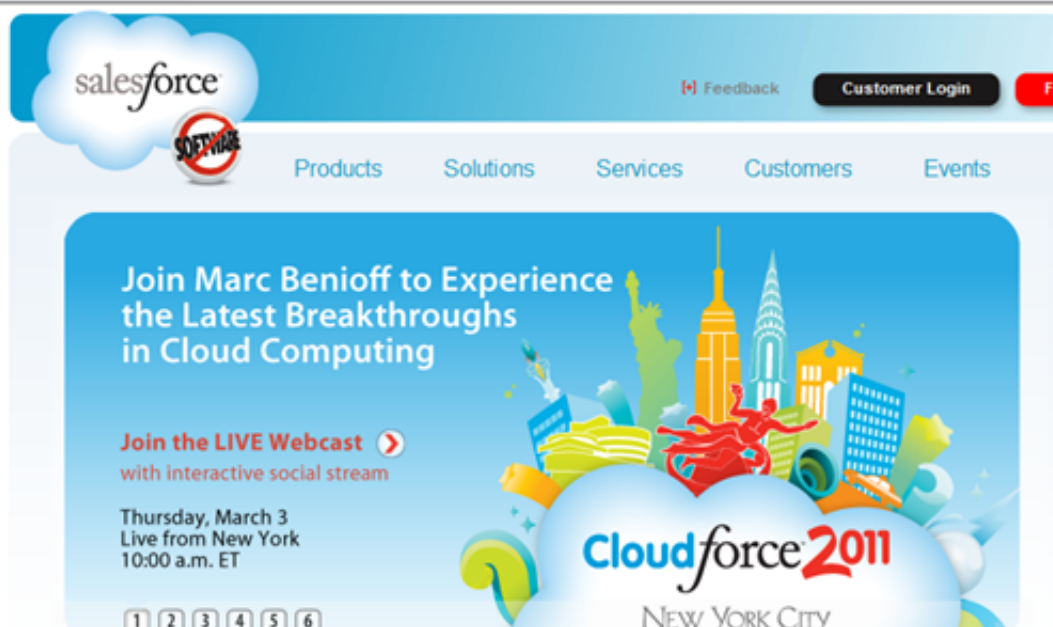
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Use Information as a Differentiator



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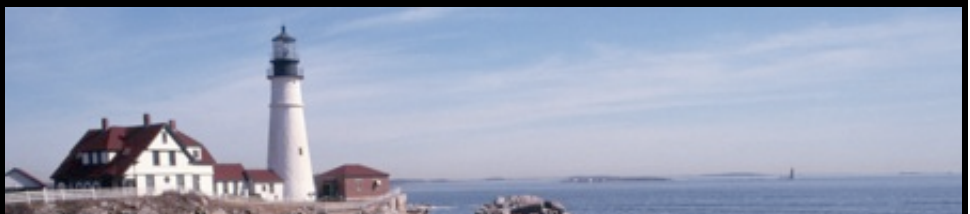
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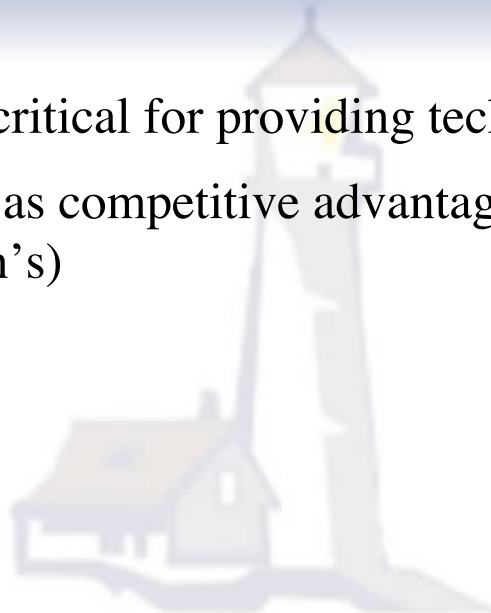


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Use Information as a Differentiator (cont.)

- Information is critical for providing technical value
- Managing data as competitive advantage (Netflix, Marriot, Harrah's)



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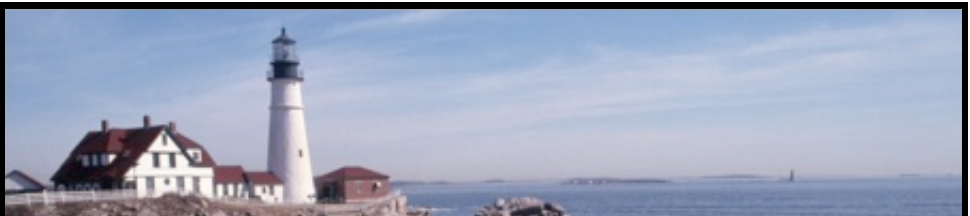
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Surprise as a Differentiator



- Use surprise to manage customer fatigue

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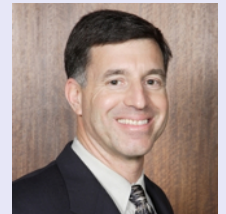


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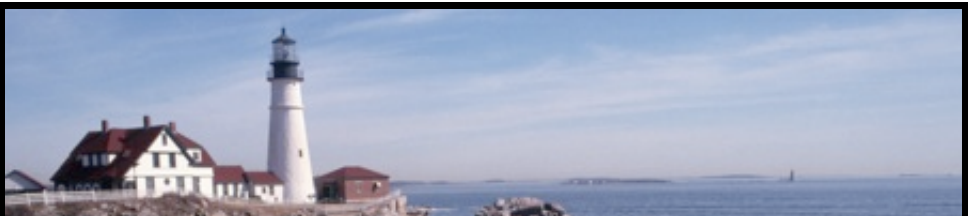
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Customer Feedback as a Differentiator

The screenshot shows an eBay listing for a 'RAM HELMET W/PC'. On the left, there are three reviews:

- 1. Kiva.org**
Categories: Community Service/Non-Profit, Investing
Neighborhood: Mission
3180 18th St
San Francisco, CA 94110
(415) 358-7500
29 reviews
What can I say about this organization that hasn't already been said? If you think you're powerless because you're only one - think again. You don't have to have millions to make a difference. All it...
- 2. SF Fire Credit Union**
Categories: Banks & Credit Unions, Investing
Neighborhood: Laurel Heights
3201 California St
San Francisco, CA 94118
(415) 674-4800
37 reviews
Seriously...this is the one and only bank as far as I am concerned. I have been with SFFCU since 1996 and I have to say, I have NEVER had a bad experience. In this day and age of greedy banks, SFFCU...
- 3. Liberty Tax Service**
Categories: Accountants, Insurance, Investing
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26 reviews

The main listing on the right is for a 'RAM HELMET W/PC' priced at US \$9.99. It includes a 'Place Bid' button and a 'Buy It Now' button. The listing also shows shipping details and a timer for the auction.



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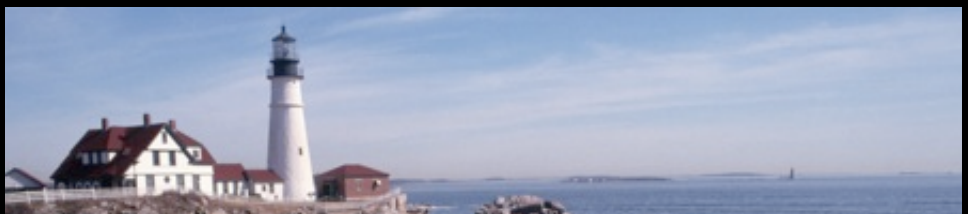
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Open Line

Service Innovation as a Differentiator



- Guarantees as a Differentiator

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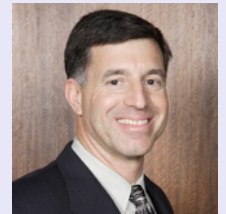


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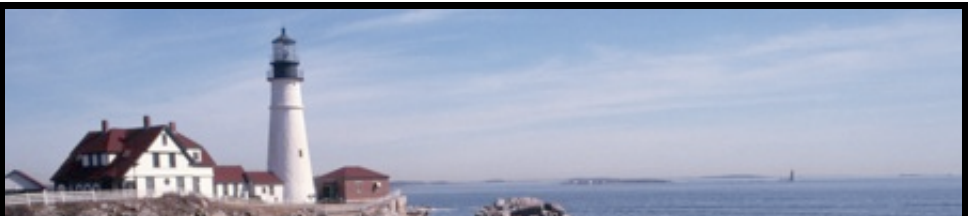
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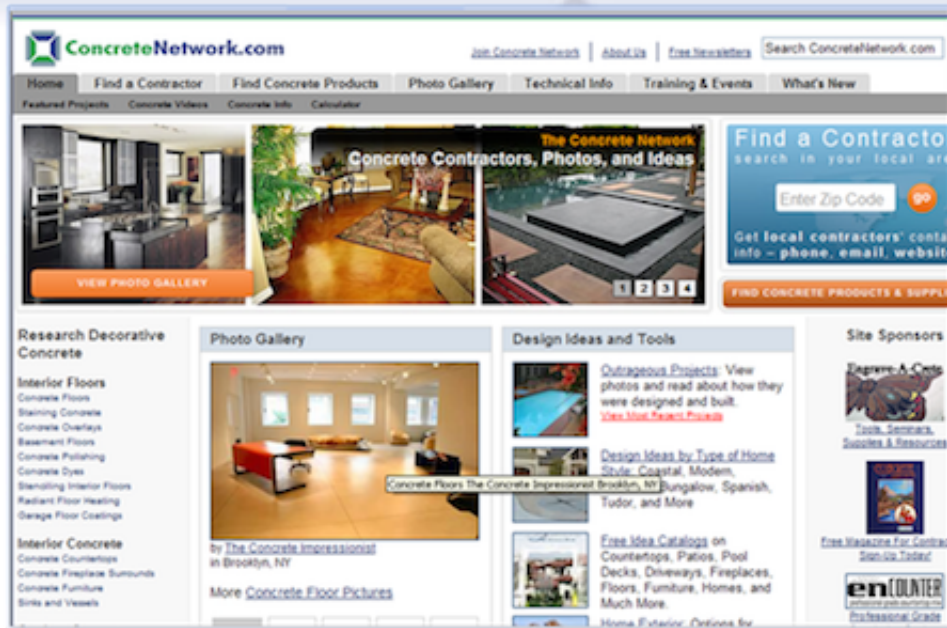
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Fending off Commoditization



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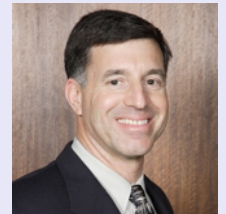


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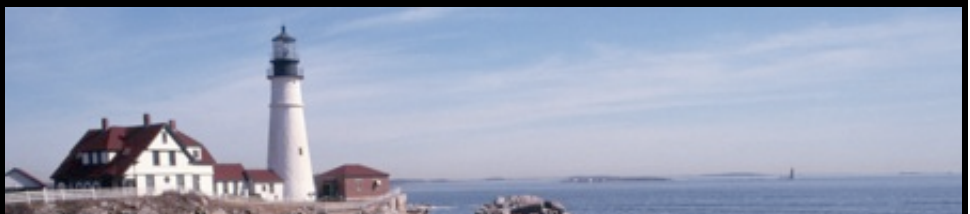
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Open Line

Where will new growth come from?

If you weren't already in this business, would you enter it today?



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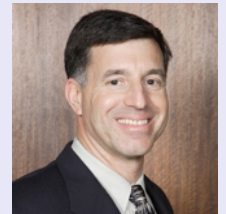


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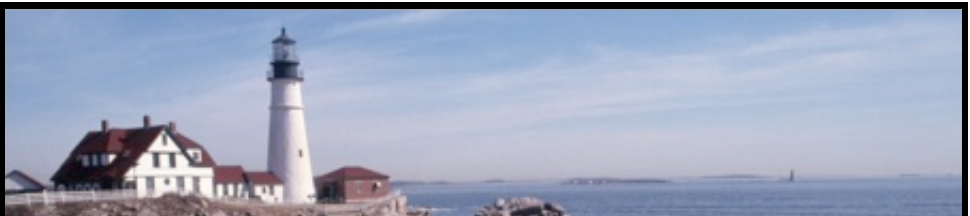
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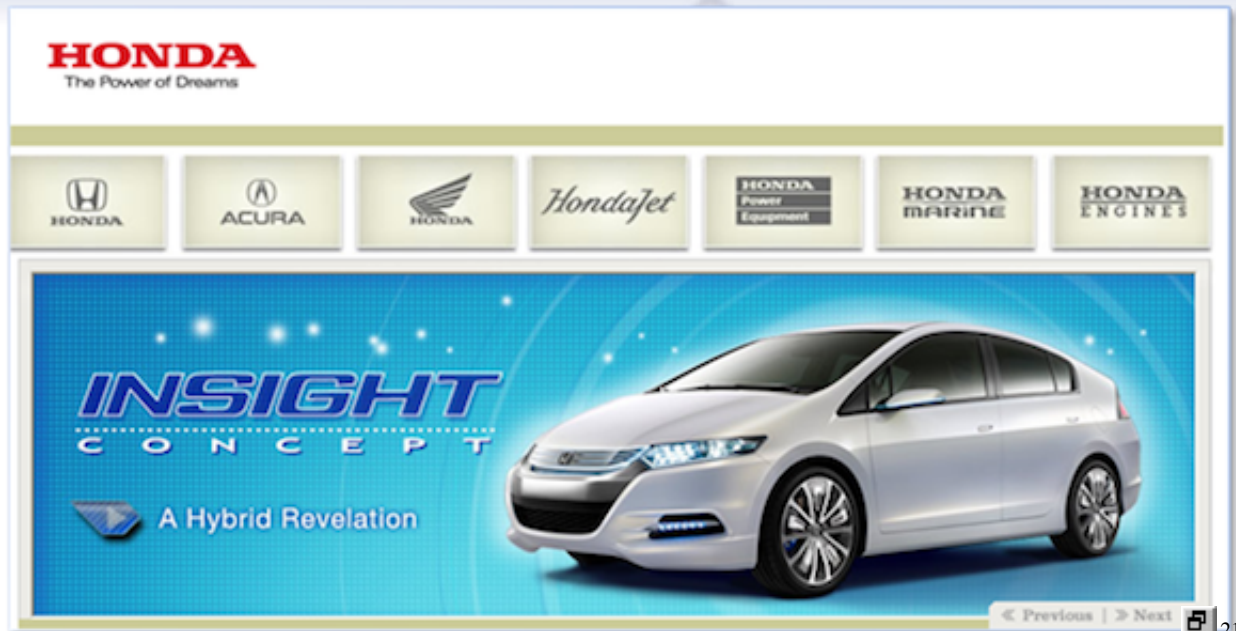
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Open Line

Growth into Adjacent Markets



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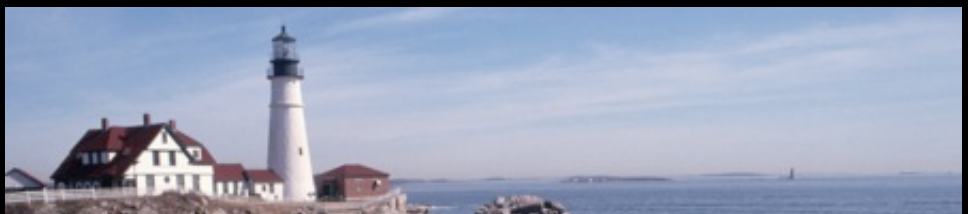
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Open Line

Growth into Adjacent Markets

- More brand awareness
- Less R&D cost and lower barriers to entry
- Less risk in achieving market leadership
- Pepsi – water, Microsoft - browsers

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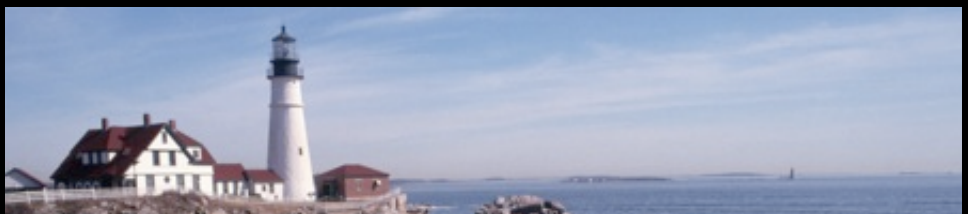
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Growth through Vertical Integration

PepsiCo	Bottling Groups	Control of Distribution
Oracle	Sun Microsystems	Integration
GM	Factories/Delphi	Control of Parts
Boeing	Vought Factory	Control of Manufacturing
Nucor	SHV N. America	Access to Raw Materials

Source: Firms More Prone to Go Vertical - WSJ 11/30/09 - Bloomberg News

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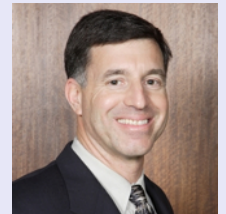


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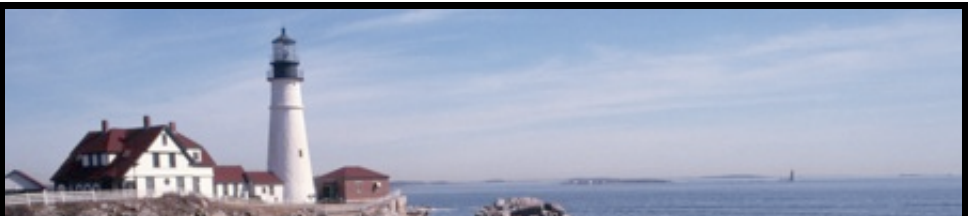
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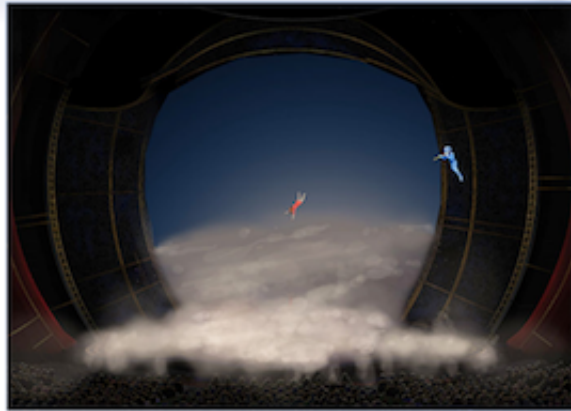
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Growth through Vertical Integration



- Often requires business model innovation

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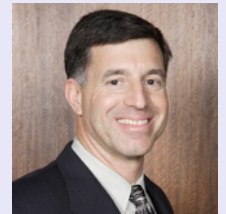


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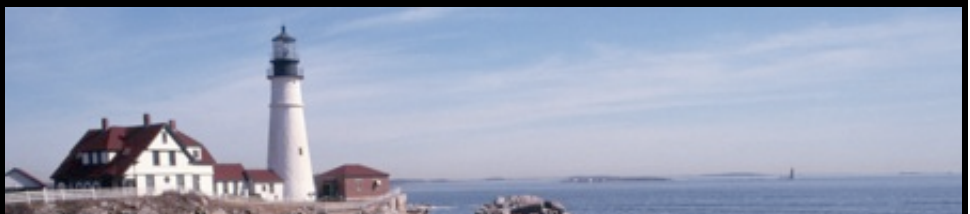
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Renegotiate your Relationship with your Customers

- Your prior contacts may be totally inadequate. You must be influencing deep and wide.
- How can you change the way your customers do business, i.e., how can you take on a new role at a time when budgets and head count have been slashed?
- If I was going to create the greatest value for you, what would I do?

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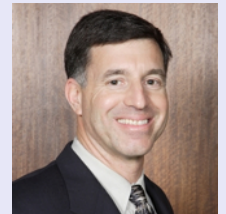


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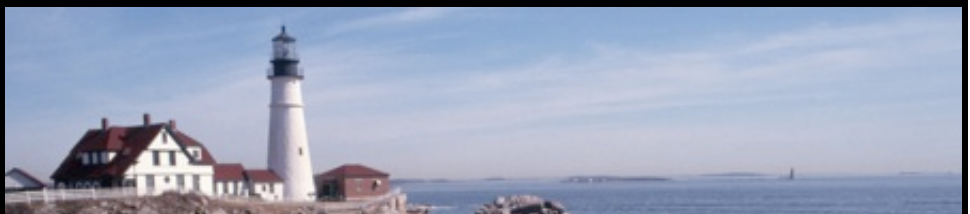
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Strategic Questions for Customers

- Opening Questions-Get the client talking
 - How many years have you been in the industry?
- Strategic Questions-Set the tone
 - What is your vision for growing the business?
 - What are your strategic objectives?
 - What separates you from your competition?
 - How will your company need to change to maintain its advantage?

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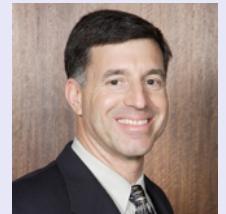


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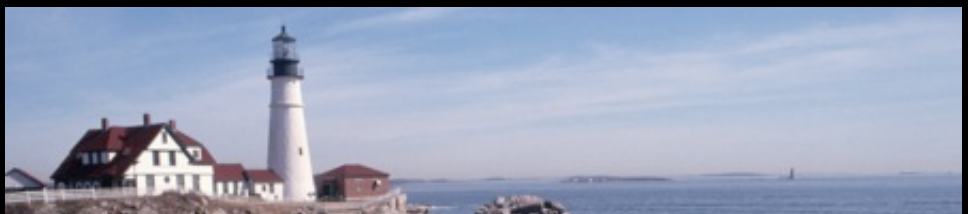
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Strategic Questions for Customers (cont.)

- Anchor Question-Plant a seed for client decision
 - What are the long term ramifications of?
 - What would be the affect of....on revenue/customer exp?
- Close
 - Do you have any current initiatives to outsource to suppliers?

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12 Differentiating Strategies for Creating More Value for Customers**

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Working With Your Team Going Into 2012 – Are they Ready?

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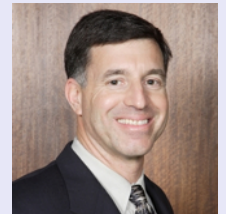


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