



Customer Value in the Digital Culture

POINT OF VIEW Turner DeVaughn Network

- / Your best customers are the most profitable customers over the long-term. They recognize the right price but they're also conscious a product's adoption costs
- / A relevant value proposition – one that is quantified and validated by the market – is the best lever to grow a business more profitably, with a higher return on assets.
- / You must organize around customer value, looking at the customer's supply chain and operations, constantly simplifying processes and eliminating needless costs.
- / Finally, only those companies that measure what really matters are able to connect customer value to shareholder value.

Buyers are willing to pay more for some benefits than others. Different people value different things. Bottom line: You better know your market.

Turner DeVaughn Value 2.0 Model[©]

