



Validate your Value Proposition

TDN SERVICES

Turner DeVaughn Network understands that a market is a collection of people who reference one another. Our research reveals how customers make buying decisions. They need to see how other people like them feel about their experience with a product or service.

- / Three out of four buyers look for a value proposition, and two out of three look to other customers as references.
- / Case studies demonstrating customer value are highly effective sales tools.
- / DialogueTDN, a Web 2.0 application, gives customers an opportunity to ask questions and share stories.
- / Learn more about creating value at our web site: www.dialogue-tdn.com

Buyers reference other customers before they buy anything. Their experiences with products reveal hidden costs and reinforce the most valuable benefits.

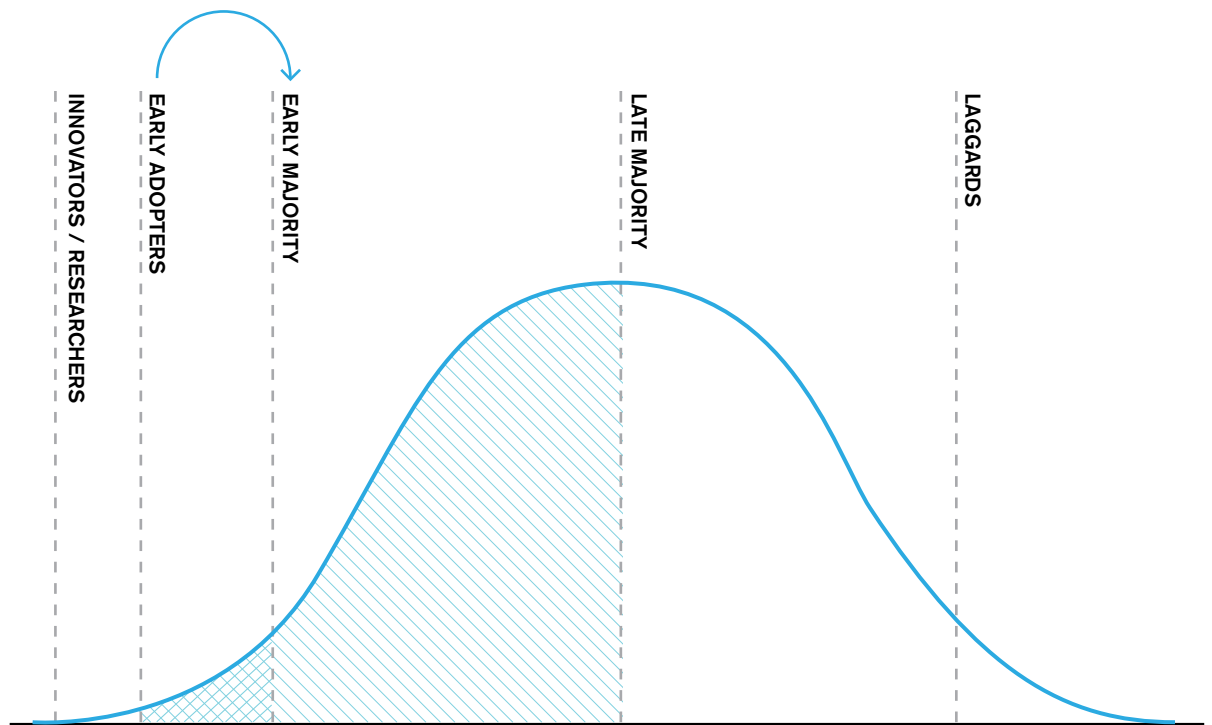


Fig. 3/ The bell curve demonstrates what it takes to reach mass market acceptance: early adopters must recommend the product to a member of the early majority (less adventurous people in the same market). TDN has found that customer validation of the value proposition is essential to this process.

- / The least complex products that deliver the greatest benefit(s) are often most successful in tapping into word-of-mouth.
- / If you're willing to listen to your market, you can simplify your product and make it easier to adopt.
- / Customers not only appreciate the responsiveness, but reward companies with 2x return-on-assets and 3x operating income (Booz Allen Hamilton).

The User Adoption Lifecycle illustrates how important early adopters are in the process of going to market.