

Developed in partnership with:



DRIVING CUSTOMER VALUE

Going to Market with a Customer Focus

In today's hyper-competitive marketplace, companies can no longer survive on product or price differentiation alone. Driving compelling, consistent customer value is a critical strategic imperative. Yet, too often, there's a big disconnect between an organization's workforce and its customers. Too often there's a lack of clear value proposition for a firm's offerings. And, too often companies over-emphasize what they deliver rather than what their customers need.

With CorpU's *Driving Customer Value*, you can reach beyond traditional marketing methods and equip your leaders with modern concepts and tools to effectively collect, analyze and respond to customer metrics and build a customer-centric strategy designed to win in an ever-changing and highly competitive business landscape.

Through the perspective of customer value, participants will be better positioned to improve your organization's focus on customers. This Sprint enables participants to explore and define customer value and competitive advantage within your organization, as well as how to communicate that value to stakeholders.

OUTCOMES

- Connect your overall strategy and core competence directly to customer value.
- Better position your company in the mind of the customer.
- Collect, analyze, and respond to customer metrics.

YOU WILL

- Articulate a clear, coherent value proposition for your product offering
- Demonstrate why customers should buy from you rather than from your competition.
- Develop a customer-centric mindset.

ABOUT THE EXPERT



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SPRINT OUTLINE

WEEK 1 CONTEXTUALIZING CUSTOMER VALUE	WEEK 2 CONCEPTUALIZING CUSTOMER VALUE	WEEK 3 EXTENDING CUSTOMER VALUE	WEEK 4 LEVERAGING CUSTOMER VALUE	WEEK 5 MEASURING CUSTOMER VALUE
<ul style="list-style-type: none"> • Introduction to the Resource-Advantage Theory of Competition • What is Marketing? • Marketing Orientations • Review - Contextualizing Customer Value 	<ul style="list-style-type: none"> • The Essence of Customer Value • The Relativity of Customer Value • Understanding Customer Value Drivers • Value Maximization • Review - Conceptualizing Customer Value 	<ul style="list-style-type: none"> • Customer Satisfaction • Customer Delight • Customer Loyalty • Review - Extending Customer Value 	<ul style="list-style-type: none"> • Value-Based Innovation • Value-Based Competitive Advantage • Customer Value & Strategic Fit • Positioning Customer Value • Review - Leveraging Customer Value 	<ul style="list-style-type: none"> • Performance Measurement • Marketing Metrics • Customer Equity • Review - Measuring Customer Value