

## VALUE OLOGY ALIGNING SALES AND MARKETING TO SHAPE AND DELIVER PROFITABLE CUSTOMER VALUE PROPOSITIONS

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In order to grow fast, the authors argue, Sales and Marketing teams need to slow down. They need to work together to truly understand their customers' needs, wants, motivations and pain points so that they can offer customized „value“. The book sets out how to establish a formal program to continuously capture customer intelligence and insights – the shiny gems of understanding that ...

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Kelly / Johnston / Danheiser, Value-ology, 2017, Buch, 978-3-319-45625-6. Bücher schnell und portofrei

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They also consider how marketing and their co-alignment impacts on successful value proposition development. Much of what is covered builds on their co-authored book Value-Ology: Aligning Sales and Marketing to Shape and Deliver Profitable Value Propositions, (Kelly, Johnston, Danheiser 2017).

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In fact, defining value and value propositions is one of the core elements of effective sales and marketing alignment. It's also a fantastic way to get an edge. Because, according to recent research, a whopping 83% of marketers are neglecting their customer value proposition .

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