NO LIMITS
20 FPDA / ISD JOINT
19 INDUSTRY SUMMIT
Are you sure you (really) know what your customers care about?

Presented by Joseph C. Ellers
Palmetto Associates
joeellers@aol.com
Think links in a chain...of value
Start with the elements of the chain…

• End customers’ wants/needs/desires +
• Our customers’ competitive environment +
• Our customers’ goals +
• The specific application for the product/service we are trying to sell +
• Potential X Factors: Additional value from Product; Manufacturer; Distributor; Salesperson =
• A unique value proposition
How clear are we on the links?

• There are times when we have to move our thinking.

• From solving to technical problem

• To solving a business problem
Why do customers switch suppliers?

- Reduce product price
- Reduce cost of doing business
- Enter new markets
- Acquire new/more customers
- Increase sales at existing customers
- Increase the profit of sales
- Reduce Energy costs
- Reduce cost required to install/maintain
- Increase throughput
- Reduce quality issues (Scrap, rework, warranty)
- Reduce health, safety, environmental issues (compliance)
- Reduce inventory costs (Raw, WIP, Finished)
- Reduce disposal costs
How many different job titles are represented?

- Senior Management
- Marketing/sales
- Production
- Quality
- Reliability
- Sustainability
- Materials Management
- HSE (Compliance)
- Maintenance
- Purchasing
Start with some basics

- Fiscal year
- Planning cycle
- Corporate goals
- Key corporate metrics (What do they measure?)
- Who are their competitors?
- Who are their customers?
- Ultimately, what do they really value?
Ultimately, how do we differentiate?

- Real value = Product (or service) we sell + X
- What is X?
- Can you define it, quantify it, prove it?
- Does your X (or multiple Xs) line up with something the customer cares about?