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CASE STUDY: SPUR GROWTH BY BETTER ALIGNING YOUR VALUE PROPOSITION

In this case study we share how, to win more deals, a client utilized our services to fine-tune their proposal content so as to better align with buyer criteria.



Understanding Table Stakes vs. Purchase Criteria

Our client, a global provider of Food Services (FS) and Facilities Management (FM) received recommendations from their marketing department as to how to revise their FS proposals to better align with customer needs. These recommendations were based on surveys conducted across a range of current and potential customers.

Our client, the head of FS delivery, did not concur with these findings and asked Valeo Strategy to conduct our own research to either confirm or refute them.

Valeo as a Strategic Partner

Following a series of blinded, one-on-one, in-depth telephone interviews with current and potential customers, Valeo concluded there were two separate sets of value propositions that buyers used to make decisions.

Our client typically targeted customers from the Fortune Global 2000 group of companies. As such, in order for these customers to even consider a potential FS provider, they were concerned with a range of factors we concluded were table stakes vs. buying-decision criteria.

These included:

- Global capabilities
- Geographic footprint
- Annual revenues
- Cultural alignment
- Brand recognition
- Industry reputation

The Valeo team determined these factors were critical to any marketing effort. Without a buyer's clear understanding that these needs would be met, a provider's brand would not be invited to participate in a bid for consideration. It were these same value propositions that our client's marketing department had provided as recommendations for proposal modification.

The key finding in our research was that the table stakes identified were completely unnecessary and seen as redundant when included in any proposal format. In fact, a completely different set of value propositions served as competitive buying-decision criteria required to win the deal. These factors included, among others:

- Knowledge of unique industry/customers
- Willingness to customize to meet needs
- Empowerment of local teams
- Ability to provide options varying by location
- Quality and knowledge of geo specialties
- Well-executed reference provision process

Armed with these insights, our client revised their sales strategies and proposal formats to focus attention on how well their capabilities aligned with the identified buying criteria. The outcome, they saw an immediate positive response to their unique capabilities and a subsequent double-digit increase in sales.

If your ability to create successful business strategies can be strengthened through the use of customized primary intelligence not found in the public domain, Valeo may be able to support your efforts.

We offer global, in-country, local language primary research services that are customized to your needs.

Our analysis of findings and recommendations are fueled by decades of industry experience.

We have deep expertise in industries such as:

- Chemicals
- Consumer Products
- Education
- Healthcare & Life Sciences
- Industrial Distribution
- Information Technology
- Insurance & Financial Services
- Manufacturing
- Telecommunications

Strategic Intelligence from Valeo Strategy Group, is a powerful tool to ensure your investments yield the strongest ROI. Reach out to us to learn more at: info@valeo-strategy.com / 803.417.1110.