

The 5 Levels of the Customer Value Stack

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Position
Partners

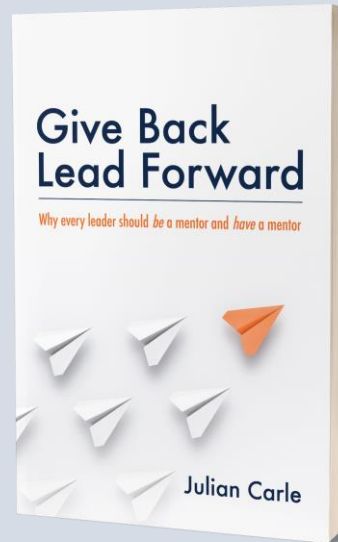
Shaping New Dimensions



Who Am I?

synergen.
group

CEO and Co Founder of
Synergen Group



Author of Give Back Lead
Forward

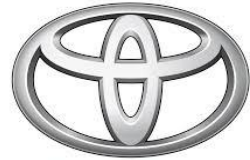


Host of the Synergen
Leadership Podcast

Clients



ST VINCENT'S
PRIVATE HOSPITAL
SYDNEY



TOYOTA



GMHBA
HEALTH INSURANCE



SIMS
METAL
MANAGEMENT

Position
Partners
Shaping New Dimensions

asciano

BOOM
LOGISTICS

transdev
the mobility company

pacificnational



MATER HOSPITAL
A FACILITY OF
ST VINCENT'S
HEALTH AUSTRALIA



Edward
River
COUNCIL



Victoria International
Container Terminal

An ICTSI Group Company



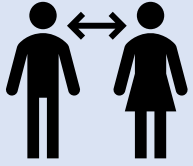
PATRICK

The 1st Question We Must Ask

How Can I Add More Value?

The 2nd Question We Must Ask

Where Does Value Come From?

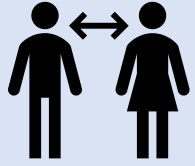


Trust

Customer Value Stack Equation

Time





Trust

Product or Service

"Equal to or best in market"

Time



Questions to Consider

Level 1 The Value In Your Product and Service

1:

Is your product and service, equal to, or better than what is available on the market? Why/ Why not?



2:

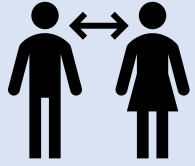
How well have we articulated, informed, shared information about our product or service?



3:

How could we make our product or service better? What's in our way?





Trust

Experience

"Compliment the product or service making it easy and enjoyable"

Product or Service

"Equal to or best in market"



Time



Questions to Consider

Level 2 The Value In The Experience

1:

Does the experience compliment our product and service, and make it easy and enjoyable ?

Why/ Why not?



2:

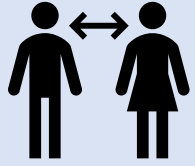
How and what are they feeling as they go through the experience?



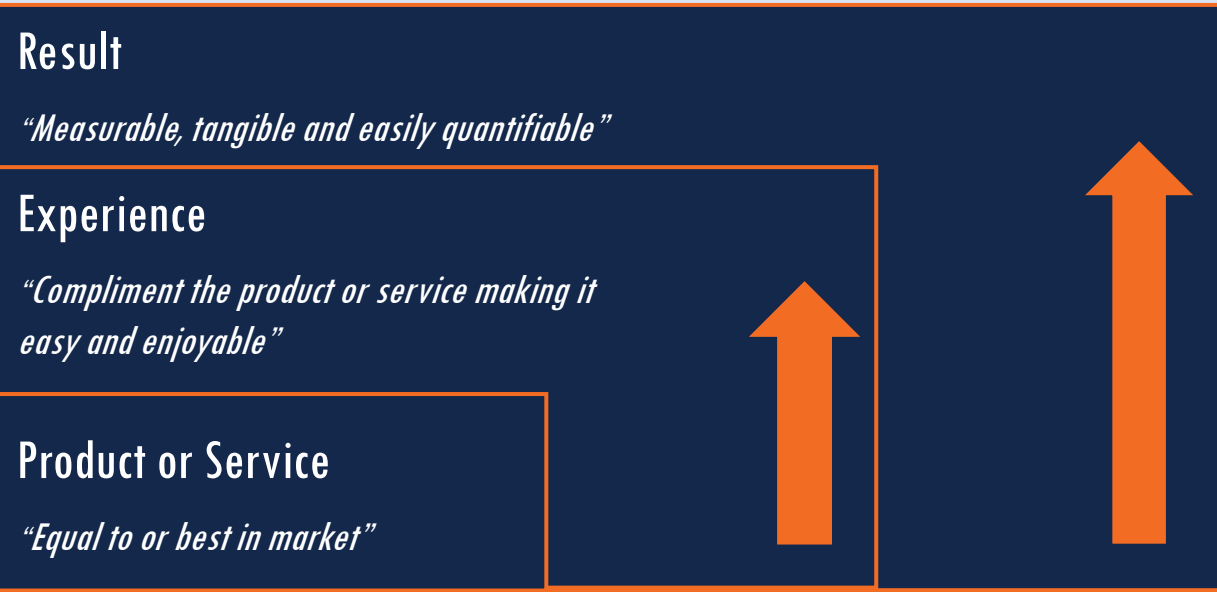
3:

How could we make the experience easier and more enjoyable? What's getting in our way?





Trust



Time 

Questions to Consider

Level 3 The Value In The Results They Achieve

1:

What are the specific results they achieve?



2:

How could we increase their chances of success?



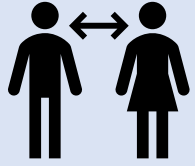
3:

How could we deliver bigger results? What's getting in our way?



The 3rd Question We Must Ask

What is my perspective on the first
3 Levels of the Customer Value
Stack?



Trust

Trusted Advisor

"Approach you for advice"

Result

"Measurable, tangible and easily quantifiable"

Experience

"Compliment the product or service making it easy and enjoyable"

Product or Service

"Equal to or best in market"

Time



Questions to Consider

Level 4 The Value Of A Trusted Advisor

1:

Do you believe you considered a “Trusted Advisor” by your customers? Why? Or Why Not?



2:

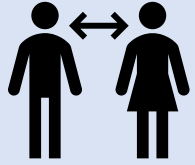
If yes, how can you leverage this view of you?



3:

If no, what needs to happen for you to be seen in this way?





Trust

Strategic Partner

"Insight and value driven, focused on driving performance"

Trusted Advisor

"Approach you for advice"

Result

"Measurable, tangible and easily quantifiable"

Experience

"Compliment the product or service making it easy and enjoyable"

Product or Service

"Equal to or best in market"

Time



Questions to Consider

Level 5 The Value Of A Strategic Partner

1:

Do you see yourself as a
“Strategic Partner”?
Why? Or Why Not?



2:

How are you providing insights
and focusing on how to support
their performance?



3:

What specific steps do you need
to take to demonstrate your
strategic partnership?



Actions



Focus

Level 1: Product & Service

Level 2: Experience

Level 3: Results



Become

Level 4: Trusted Advisor

Level 5: Strategic Partner

Questions?

Position
Partners

Shaping New Dimensions

