



You say 'Solution', but your customer sees 'Commodity' – Does it matter?

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Who is it for?

All executives with a long term or strategic view of the go-to-market approach, and primarily:

- Chief Executives
- Marketing Executives

What is it about?

Commoditisation always drives down revenues and profits; the long term viability of your business is under threat if your prospects don't view you as solving their critical **business** problems.

Why would your clients pay you a premium price if they felt the same products or services were readily available from your competition?

Do customers perceive your organisation as a technology-focused commodity vendor or a solution-focused business partner?

Without a clear understanding of the value that your technology brings, customers will not buy in today's market. To demonstrate genuine value you must become a **true** solution provider and help your clients to overcome their critical **business** challenges.

Becoming a true solution provider is a transformation that very few organisations have managed to achieve. Most have used the word 'solution' in their marketing material, without addressing what it takes to actually provide a true solution to a client's critical business issue.

This seminar will touch on ideas and concepts to help you:

- Define a true "Solution-provider"
- Understand the process of commoditisation in your industry
- Assess where your organisation stands on the scale from 'Product-focused' to "Solution-centric"
- Overcome the challenges of changing the market's perception of your organisation
- Understand the potential for driving sustainable revenues and profits by becoming more "Solution-centric"

Attendee input is welcome and will be encouraged on the day.

Advance registration is required by email (info@sellingsciences.com) or telephone (01491 614962)

Venue: The Pine Suite, Coppid Beech Hotel, Bracknell, RG12 8TF
Date: 26th March 2010
Time:: 08.30 – 10.00 (Registration and light breakfast from 08.00am)
Fee: No Fee