Customer Value Management (CVM) is a powerful new systematic method to increase profitability by identifying and communicating the compelling reasons customers should possess high levels of satisfaction and loyalty.

Objectives:

- Implement concepts, techniques, and tools to generate profitable, loyal customers
- Obtain appropriate prices for the value added the seller provides, relative to customer needs and the market offerings of specific competitors

Why Customer Value Management is Important:

- Induces purchasers to engage in value discussion
- Empowers purchasers to justify higher-priced choices
- Drives value-based market segmentation
- Reveals augmentations necessary to deliver a benefit and thus insure the economic value

Customer Value Management Will Enable Your Organization to:

- Compete on value added to avoid commoditization
- Demonstrate the company’s strategic value to the customer to compete with low-cost, lower value-added competition
- Hold the line on customer givebacks and pricing pressure by quantifying and selling value
- Reduce the advantage buyers have created through purchasing and negotiating practices
- Win business profitably and maintain it through high levels of customer satisfaction and loyalty

Program Fees

$1895 – includes tuition for two-day program, meals, materials and certificate of completion (early bird registration available)

Customer Value Management Implementation

| Establish metrics to measure and share results with the account |
| Develop teams to implement Customer Value Management at targeted accounts |
| Use cases to practice Customer Value Management application |
| Educate key people on the concepts, tools, and techniques |
| Adjust system tools and techniques |
| Establish specific objectives |

Customer Value Management: Learn How to Appropriately Price to Capture Value

LEARN HOW TO APPROPRIATELY PRICE TO CAPTURE VALUE

Customer Value Management

April 21-22, 2005
The James B. Henry Center for Executive Development
Michigan State University
Lansing, Michigan

September 22-23, 2005
Management Education Center
Michigan State University
Troy, Michigan

EXECUTIVE DEVELOPMENT PROGRAMS
Michigan State University
For Executive Development
Lansing, (517) 355-3031

Cancellation fees may apply.

*For 3 or more participants from the same company, discount rates are available. Please photocopy this form for multiple registrations.

Go to www.bus.msu.edu/execed/ to register online

Advance Registration

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Sponsoring Executive

Participant Signature

Association Memberships

Payment Information:

These fees are received one month prior to program start date

Alternatively, please invoice my company

or your credit card information to

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Payment are received one month prior to program start date

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Faculty Biography

Gilbert (Gil) D. Harrell, Ph.D. is a professor in the Department of Marketing and Supply Chain Management, The Eli Broad Graduate School of Management at Michigan State University. Dr. Harrell has received numerous awards for his teaching at Michigan State University in undergraduate, MBA, Executive MBA and Ph.D. programs. He has written three books and has had several articles featured in journals highlighting his teaching and research focus on sustainable competitive advantage, building business value, consumer satisfaction, sales management, strategic planning and marketing.

Dr. Harrell has consulted in over 20 countries and maintains an active multinational clientele. He has received wide acclaim from his clients as a leading strategist, motivational speaker, and facilitator.

Dr. Harrell has worked with ARAMARK, General Motors, Eastman Kodak, ABB, Westinghouse, Masco, Delta, Sparrow Health Systems, UPS, EDS, and others. He is founder of StrategyPATHS, a professional consulting process which focuses on services for executive strategy development, strategic marketing, sales management and implementation.

Advance Registration

Customer Value Management: Learn How to Appropriately Price to Capture Value

(please select preferred date choice)

April 21-22, 2005 (Lansing, James B. Henry Center for Executive Development)
September 22-23, 2005 (Troy, Management Education Center)

$1,895 tuition—includes materials, meals and certificate of completion (on-site lodging available upon request)
$1,595 early bird registration—available when registration and payment are received one month prior to program start date

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Alternatively, please invoice my company

Credit Card #
Exp. Date

Cancellation fees may apply.

Go to www.bus.msu.edu/execed/ to register online

Please send this form with your check payable to Michigan State University or your credit card information to:

Kristin St. Marie
Executive Development Programs
Michigan State University
The James B. Henry Center for Executive Development
3355 Forest Rd., Lansing, MI 48910-3831
Tel: 517-353-8711 or 800-356-5705
Fax: 517-353-0796 • kstmarie@bus.msu.edu
www.bus.msu.edu/execed/programs.cfm

(for photocopy this form for multiple registrations)

For 3 or more participants from the same company, discount rates are available. Please contact us for details (517)353-8711 x 356-5705

Program Content

Focus Company Resources
• Use segmentation and analytical tools to determine the technologies, products, accounts, and platforms most suitable for Customer Value Management
• Focus the organization’s resources on the areas of highest opportunity

Identify Sources of Value
• Identify company “hidden assets” to create additional value
• Identify sources of value critical to the customer’s purchase decision (value driver)

Calculate Value
• Use the Customer Value Management tools to quantify value drivers
• Create a team approach to substantiate value through evidence

Develop Pricing, Positioning, and the Value Proposition
• Develop pricing strategy consistent with value added
• Appropriately position products
• Use pricing and positioning decisions to create the value proposition

Communicate and Sell Value
• Effectively communicate value to customers
• Achieve customer compliance on value-priced offering through the sharing of incremental value
• Gain a team approach to successfully apply customer value management selling techniques

Deepen Customer Relationships
• Develop and share metrics that prove the value-added of the product to the customer
• Elevate the company from a bidder that provides lowest price to a partner that helps the customer compete more effectively

Fit Customer Value Management with Strategic Marketing, Sales, and Other Internal Processes
• Implement key principles of strategic marketing and sales
• Elevate the competencies of the sales force and cross-functional teams responsible for program and technology management
• Compatible with Six Sigma

More Executive Development Programs

• Successful Negotiation: Creating Value through Collaboration – April 26-27, 2005 (Troy)
• Strategic Thinking: Developing a Senior Management Perspective – April 28-29, 2005 (Troy)
• Adaptive Leadership: Enhancing Individual and Team Performance – May 4-5, 2005 (Lansing)
• Financial Data: How to Improve Decision-Making – May 23, 2005 (Troy)
• Financial Management: Creating Value-Based Strategies – March 24, 2005 (Troy)
• The Broad Executive Seminar - October 23-25, 2005 (Lansing)
• Purchasing and Supply Chain Management Executive Seminar - June 5-10, 2005 (Lansing)

Lansing, Michigan
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

Troy, Michigan
The Management Education Center is located in Troy in the heart of rapid business development and expansion. Since its original dedication, the Center’s mission has remained the same — to serve as a resource for the southeast Michigan business community. The Center provides a state-of-the-art and professional environment for meetings and training programs and was voted “Best Place for a Business Conference or Meeting” by the readers of Crain’s Detroit Business.

Facilities

The Center provides a state-of-the-art and professional environment for meetings and training programs and was voted “Best Place for a Business Conference or Meeting” by the readers of Crain’s Detroit Business.

For more detailed information on all programs, faculty and facilities, please visit our web site at www.bus.msu.edu/execed/