

Value Dynamix Business Case Development



What Is Compelling for Your Prospect, Customer?

- ✓ Discuss their business challenges, issues
- ✓ Align solutions to their business objectives, strategies (e.g. revenue growth, profit enhancement, asset effectiveness, risk avoidance/mitigation)
- ✓ Share insight on peers, their industry
- ✓ Provide support in building their justification (Appropriation Request)
- ✓ They see your commitment as a business partner

What Is Compelling for You?

- ✓ You can ensure the full value of your solution is considered
- ✓ You engage at the business and executive levels
- ✓ You spend quality time that requires their commitment (investment of time and information)
- ✓ You build your credibility and differentiation

What Is the Business Case?

- ✓ Process that aligns their business objectives, challenges, and best practices to your solutions.
- ✓ Collaboration of Customer/Prospect Personnel and you.
- ✓ Financial quantification of benefits by achieving business objectives through the selected solutions.
- ✓ Output - Executive level presentation material for justification of the project.
- ✓ Establishes the plan for value realization moving forward.
- ✓ Tools, documentation, training, and delivery (of the process, deliverables)

For more information – contact Value Dynamix

