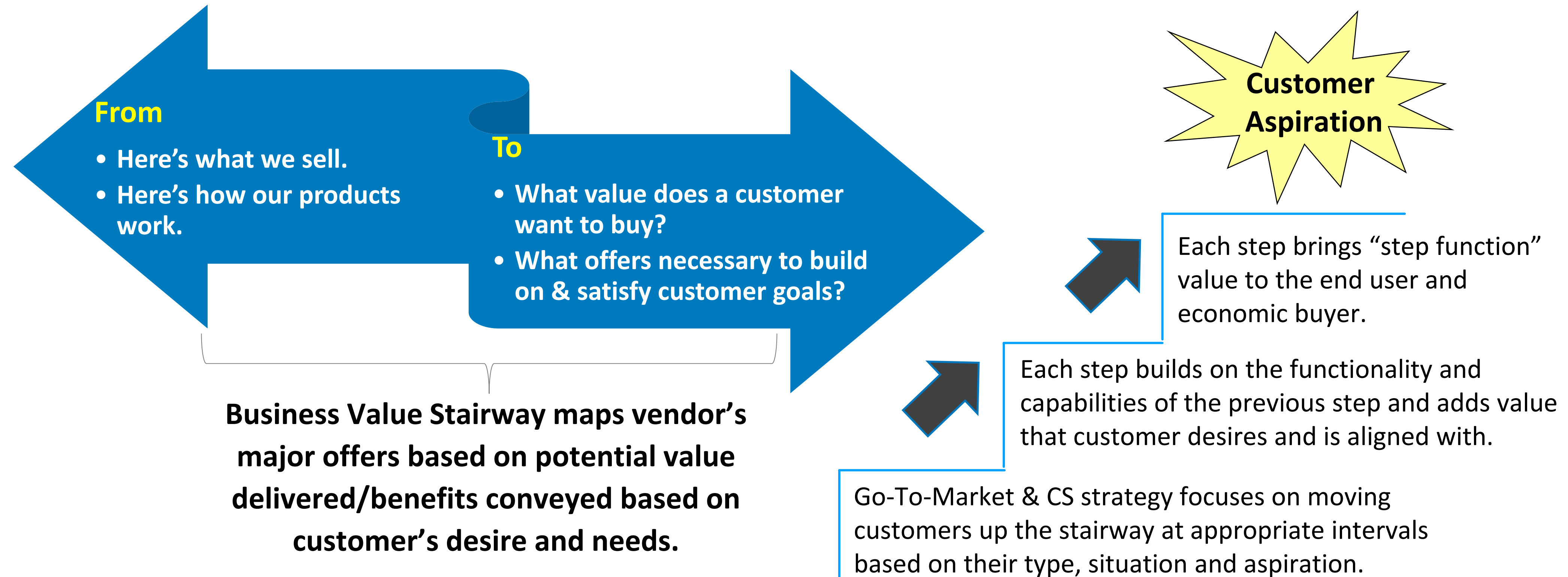


The Business Value Stairway: A Perspective Product/Solution Offers

(Extract)

Purpose: How to think about developing & introducing products/services in a customer-focused consumable way based on needs, intent, ability, and aspiration, rather than just features and functionality.

Context: Business Value Stairway Framework Creates Means to Sell Solutions Based on Customer Aspirations



Strategy: Guide the *buying journey* conversation by asking "Where are you now? Where do you want to go? Why? When?"

1. Start by asking where prospect/customer is today and their future ambitions.
2. Qualify buyer persona and compelling reason to change from status quo.
3. Demonstrate how investment in each step results in accretive value.

Context: Reframing Whole Offer & GTM Approach

Business Value Stairway model maps desired value to product capability & solution—based on customer’s desired outcome, not vendor features or capabilities. Each step can be a starting point or an endpoint.

Tailor dialogue to show how value can be created at every step depending on level of need, aspiration, budget, and risk appetite. Discrete customer outcomes delivered via corresponding “offer bundles” or solutions which customer can buy in order to achieve that particular outcome.

Showing discrete steps = faster buy-in, faster time-to-value, prescribed land/expand.

KEY QUESTION: WHAT DOES YOUR CUSTOMER WANT TO ACCOMPLISH?

