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It outlines the need for the alignment of Value-Ology with overall Business Strategy together with the imperative for alignment between Marketing and Sales. This alignment theme is further ...

Value-Ology: A blend of strategy and "how to do" tactics

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Value-ology: Aligning Sales and Marketing to Shape and Deliver Profitable Customer Value Propositions by Simon Kelly, Paul Johnston, and Stacey Danheiser. Simon Kelly has 35 years experience in customer service, sales and marketing. At British Telecom, he pioneered the move from "product push" to "value-based" selling and marketing.

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Value-ology recognises that the quest to unlock customer value is a combination of objective analysis to unearth customer value, creative insight to tap into customer value, development of value propositions that resonate with customers, effective sales and marketing alignment, consistent execution and feedback mechanisms to improve value offerings.

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