

THE VALUE-ADDED ORGANIZATION: BECOMING A PEAK COMPETITOR

Presented by Tom Reilly, author of Value-Added Selling (McGraw-Hill, 2010)

This tone-setting presentation introduces audience members to the value-added philosophy and encourages them to embrace it in their go-to-market strategies.

There are a handful of organizations that compete at the top of their industries—Value Added Organizations. They are resource-disciplined, customer-focused organizations that pursue excellence. Their respect for employees and customers alike make them a great place to work and do business. This presentation is geared to a general audience of owners and managers.

TOPICS AND THEMES

- What type of business culture does your company have?
- The value-added philosophy
- The three characteristics of value added peak competitor organizations
- Organizational excellence is the natural outcome of individual and team excellence
- Customer Messaging

AUDIENCE VALUE PROPOSITION

When audience members embrace the value-added philosophy and execute its strategies tactically, their companies can become Value-Added Organizations and compete aggressively and profitably in their markets.