



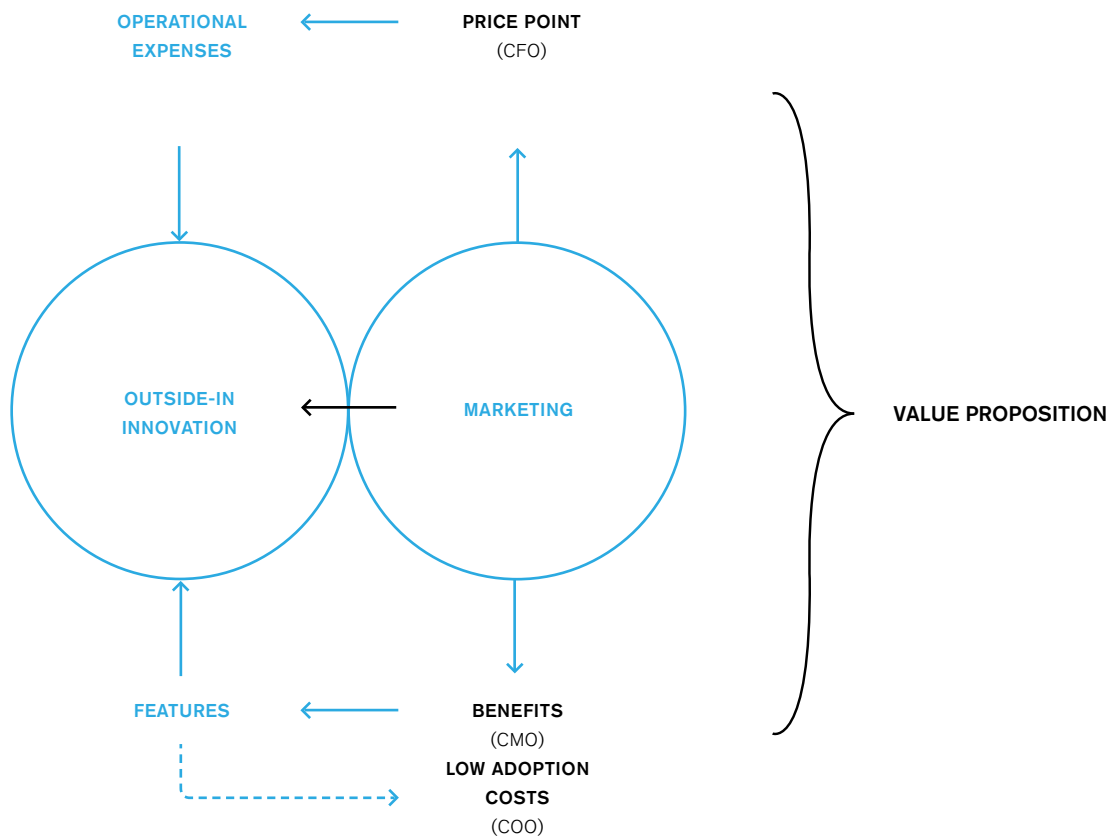
# Quantify your Value Proposition

## TDN SERVICES

You can better justify your product's selling price by focusing on the benefits that customers actually value. If your price point is too low, our ROI model enables you to justify a more appropriate price – and enable business model innovation. You can break out of the competitive dynamic that drives prices and profits down.

- / It's all about ROI: A quantified value proposition increases return on assets, top line revenue and operating profits.
- / It enables you to connect customer value to shareholder value and identifies the most relevant key performance indicators (KPIs).
- / Learn more about creating value at our web site: [www.turnerdevaughn.com](http://www.turnerdevaughn.com)

**Research by TDN reveals that nearly three-quarters of buyers want a product's price point to be justified.**



*Fig. 2/ This diagram illustrates that the value proposition is derived from the product's benefits, price point and adoption costs. Without market research and understanding what benefits customers value most, there is no basis for optimized pricing. Valued benefits also determine which features are essential and which are extraneous. Marketing and innovation (R&D, engineering, etc.) must continually work together to assure that the value proposition is addressing the needs of the market — and not burdening customers with excessive adoption costs and complexity.*

**Innovation and marketing are the only two sources of customer value. They are the basis of a quantified value proposition.**

- / TDN methodology addresses the role of all key functions: marketing, finance, operations and information technology.
- / Value-based pricing is determined the market, not internal cost structures.