

2021 National Small Business Exporter Summit



Partnering with a Giant to Build and Launch a Professional Services Brand



Presented by:
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Building and Launching a Professional Services Brand

How to Own your Competitive Market

1. Are you a “me-too”?
2. What does it mean to be the go-to?
3. The power of focus
4. The value of a “power-broker”
5. Adapt or die

About The Verde Group...

Verde Group is a market research consultancy that helps companies grow customer loyalty and revenue by:

- Identifying *the specific customer experiences that matter most* to loyalty, revenue, and market share
- *Measuring performance* on those key CX attributes
- Identifying a *clear action path* to improve CX performance such that customer economic value grows

VERDE'S WORK ADDRESSES THESE KEY BUSINESS ISSUES



Which customer experiences matter most to customer satisfaction, loyalty and revenue?

What SPECIFIC actions will improve satisfaction, loyalty and market share?

How well is the brand delivering on the key priorities of the end customer?



Verde has over 20 years of B2B & B2C experience in:

- | | |
|-----------------------------|-----------------------------|
| • Pharmaceuticals | • Healthcare |
| • Insurance | • Agribusiness |
| • Manufacturing | • Financial Services |
| • Retail | • Banking |
| • Shipping/Logistics | • Telecommunications |

1. Are you a me-too?

Are most of your sales opportunities non-competitive?

Can prospects quickly grasp what your product or service does?

In one sentence, can you state what you stand for?

Can you make claims about the results you deliver that no competitive alternative can say?

Is the market willing to pay a premium for your stock?



1. Are you a me-too?

Verde Group:

- ***“Profit from Customer Dissatisfaction”***
- Unlike most market research efforts, Verde Group’s proprietary Revenue@Risk methodology quantifies the financial risk of CX – allowing companies to prioritize improvement opportunities and have clear line of sight on ROI
- Verde Group is premium priced – staffed by senior executives with management consulting expertise



2. What does it mean to be the go-to?

You are the first one people turn to for solving a particular problem

There is wide recognition and respect for your brand

Your stellar reputation precedes you

You can command a premium for your product/solution

Top talent approaches you for work



2. What does it mean to be the go-to?

Research studies have been broadcast across a variety of top-tier trade media

WWD

Dissatisfaction With
Online Retailers
Runs Deep

Forbes

How Has Retail
Customer Loyalty Fared
Pre- And Post-Covid
Shutdowns? Not Well

RETAIL DIVE

Has there ever been a
better time to build or
kill customer loyalty?

Penn Today

Wharton releases
new retail study on
customer loyalty

RetailWire

What COVID-19 did to
customer loyalty

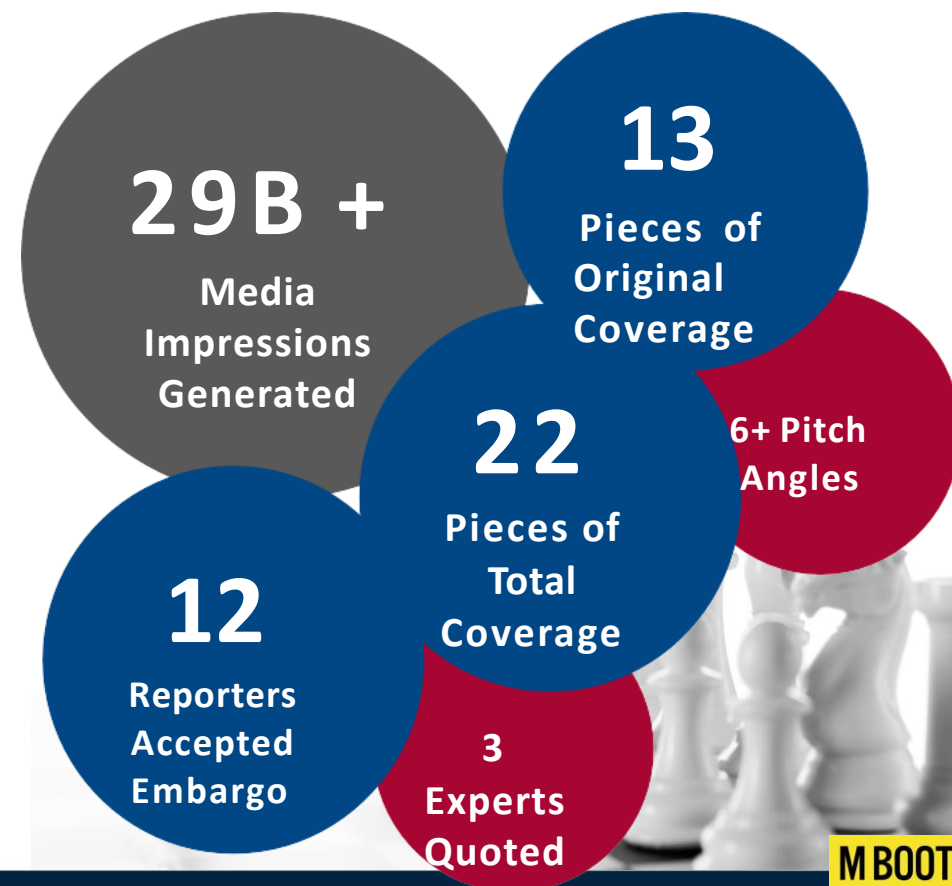
**RETAIL
BEST PRACTICES**

Message is Clear:
Retailers Need to Step
Up Online Service

Coming soon...

Feature Story May/June 2021 Issue

**Harvard
Business
Review**



3. The power of focus

According to Steve Jobs, focus is learning to turn down the smart, interesting work that takes people away from their most important priorities. “Focus,” Jobs said, “means saying no to the hundred other good ideas.”

“I’m actually as proud of the things we haven’t done as the things I have done”
(Steve Jobs).

3. The power of focus



4. The Value of a Power-broker

Use a powerful brand's equity to attach to yours.

Create a symbiotic relationship – WIFT (What's in it for them?) – Find out what they need and why you're worth partnering with.



4. The Value of a Power-broker



BAKER
Retailing Center

The Jay H. Baker Retailing Center, established in 2002, is an interdisciplinary industry research center at the Wharton School of the University of Pennsylvania. Our mission is to be the global leader in retail knowledge and education. We accomplish this by:

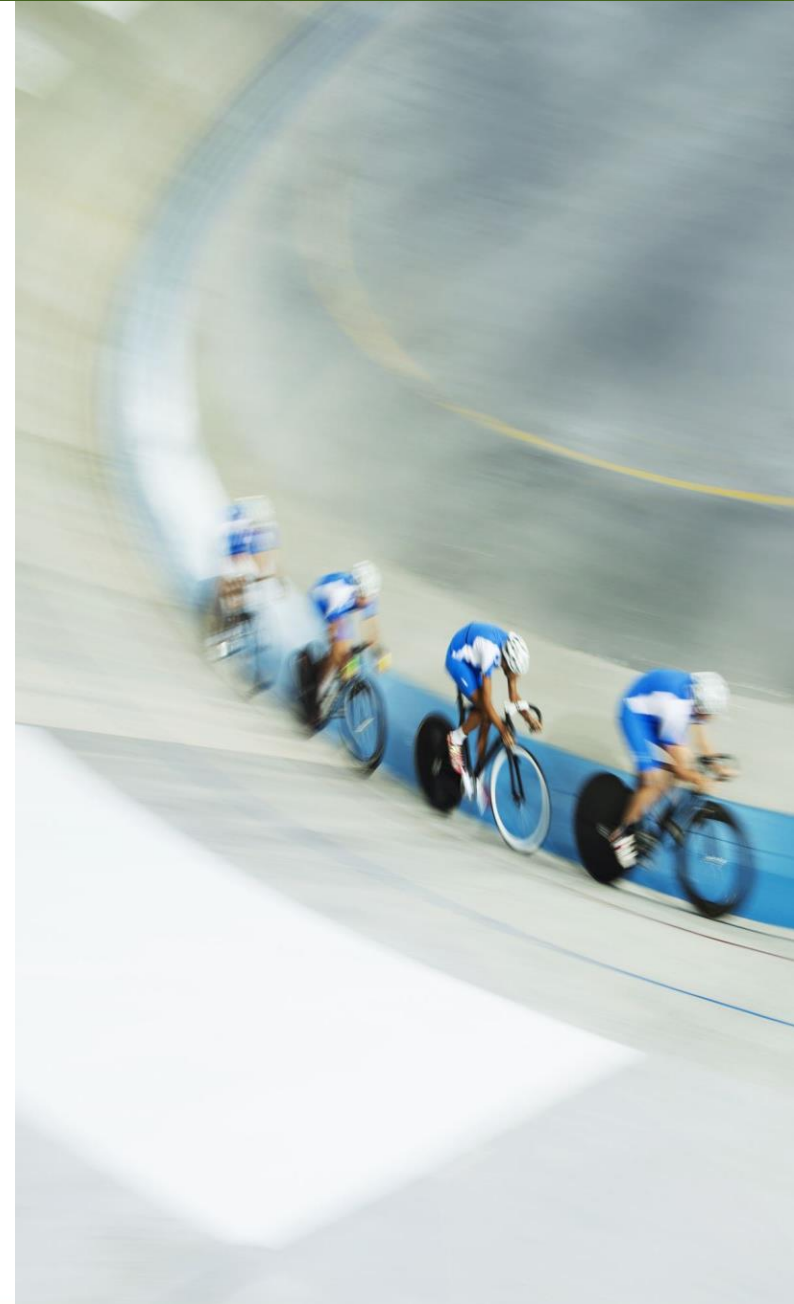
- Creating knowledge and thought leadership by facilitating research used for industry applications
- Engaging industry leaders and academicians to disseminate knowledge and participate in Center activities
- Sponsoring student and alumni events and activities
- Developing curriculum, course offerings, and career advisory services for all University of Pennsylvania students



5. Adapt or die

Adapt to change, build on strengths to broaden your market reach, and pick up speed as me-too copycats come after you.

But keep what makes you different.... the same.



5. Adapt or die

Revenue@Risk

- HCP Recommendation and TRx

Adherence@Risk

- Product Consumption & Continuation

Performance@Risk

- Sales Rep Effectiveness

