

Do customers understand your value?



In today's market, most technology products are viewed as a commodity.

Solution providers who lead with a cartload of technology products risk getting lost in the noise.

They are not able to articulate differentiated value - and end up competing on price.

High-value service offerings are your differentiation

Leading IT solution providers view services as strategic - providing them with competitive advantage in the crowded market place.

Well-designed service offerings target one or more business problems and have a crystal-clear value proposition. They are repeatable and scalable.

Service offerings designed to achieve specific outcomes, targeted at your market's needs, enable your sales team to have a value-based conversation with your prospect—and the prospect will see the value.

Be wary though - you can't "paint" value onto a service at the time of sale and hope it sticks.

Value must be designed into the service from the start.

AntFarm helps you improve the growth potential for a service by establishing a sound vision for the value proposition, target market, and service delivery methodology. Our unique approach to service design builds in value for both you and the client.

Service Vision Design

AntFarm's Service Vision projects begin by defining your market's business problems and their solutions, establishing the value proposition for a rich offering.

We then characterize the target market for the offering, allowing focused messaging and sales channel alignment. Finally, we outline the high-level delivery model, enabling sales to set accurate expectations for service delivery.



Elements of the Service Vision document:

- Service Description
- Business Objectives
- Target Market Analysis
- Market Challenges
- Offering Benefits
- Provider Strengths
- Customer Needs Analysis
- Service Methodology

Benefits

- **VALUE PROPOSITION** — Enables consistent, targeted statement of a strong value proposition
- **ALIGNMENT** — Ensures sales and services are aligned on service outcomes
- **GO-TO-MARKET CONTENT** — Foundation for content across marketing channels

Give us a call. Improve the value of your service offerings.