



EDGAR PAPKE

THE HUMAN ART OF BUSINESS™

Strategic Thinking: Market Leadership and the Power of Aligning Your Customer and Brand

What separates great brands and today's market leaders from all other competitors in their marketplace? Although there are a wide variety of factors, the one that matters most is the ability to answer one question, "Why is the customer willing to spend their money with us rather than our competitors?"

At the center of every great market strategy is the ability to clearly communicate and then consistently deliver what the customer is paying for. This applies to all products and services, regardless of market complexity or size. It defines the difference between those products and services that become market leaders and those that struggle to get and sustain customer's attention. A clear and consistent customer value proposition that is communicated and delivered motivates the customer. Such clarity and relentless pursuit ultimately results in the brand identities we recognize and experience in the marketplace as powerful, representing the most sought after products and services, and often taking on legendary status. In short, they are the biggest winners.

In this engaging and informative presentation, Edgar Papke provides his groundbreaking framework for defining and leveraging your unique value proposition to your marketplace and customers. Beginning with the "Customer Code," he provides insights into your Customer Transaction Value, the Six Strategic Intentions, and how to align your organization to consistently deliver your competitive advantage. He provides examples of great brands and offers approaches and case studies demonstrating approaches to better engaging customers in consumer, and in business to business, markets. Furthermore, he provides a proven approach to aligning your team and organization to attain higher levels of customer satisfaction and performance.

Whether you're at the first step of your strategic planning, identifying how to best articulate and leverage your brand, or working toward aligning your organization and its members, Edgar delivers a presentation that will provide you with a host of ideas and strategies for immediate implementation, action, and increased success.