

THE SOLUTION-CENTRIC ORGANIZATION

**Transform Your Revenue Engine to
Market and Sell High Value Solutions**

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MAIN IDEA

As globalization proceeds, more and more companies are trying to differentiate themselves by offering “solutions” – loose bundles of products and services lumped together in an attempt to offset being viewed as commodities. That’s all well and fine, but actually being solution-centric involves much more. Something much more fundamental needs to change. Solution-centric organizations define themselves not by the products or services they offer but in terms of how effectively they solve customer problems.

To move from being product-centered to becoming solution-centered, there are six systemic drivers which need to be aligned:

1. *Value framework and messaging* – you need to show customers you want to solve their problems, not just push products.
2. *Go-to-market approach* – your value propositions need to be aligned with the customer’s needs and problems.
3. *Communications alignment* – all marketing messages need to convey you are a problem-solving organization.
4. *Management support systems* – management actions must reinforce this solution emphasis, not dilute it.
5. *Sales processes and methodologies* – must be aligned with the way customers want to buy and not the company’s own needs.
6. *Individual skills and knowledge* – salespeople must be able to diagnose customer problems in order to create solutions.

“After years of training thousands of salespeople in hundreds of companies to sell solutions, we’ve discovered there is much more to effectively selling real solutions than simply educating the sales force. Solution-centricity is a significant organizational transformation, and realistically, most established companies have decades of product-centric DNA to overcome. We are immersed in a world of product-centric dinosaurs, many of who are in denial about the impending ‘commodity wars’ of the global economy. We provide a practical means for understanding what it takes to begin the transition to solution-centricity. The demand-rich era has past – the time to begin this transformation is now.”

– Keith Eades and Robert Kear

1. The competitive advantages of becoming solution-centric Page 2

Being solution-centric means your organization defines itself by the problems it solves for customers rather than by the products you sell or the services you provide. Solution-centered companies deliver value to customers by solving their immediate and long-term problems. In an era where decisions about capital expenditures are increasingly being made at higher levels within customer corporations, being solution-centered lifts your company out of the masses and elevates you to the status of a trusted partner. That is a very good foundation from which more business can be done in the future.

2. Essential concepts and principles of solution-centricity Pages 3 - 4

As products and services become increasingly more complex, the customer’s ability to trace their way from their problems to your product and service offerings becomes increasingly daunting. This is especially true when your organization has been hardwired to have a culture which is essentially product-centric. There are four key areas you will need to change in order to become more solution-centric:

1. Change how you think about customers.
2. Change how you communicate.
3. Change how you actually engage and interact with customers.
4. Change how you reinforce all the marketing messages your organization sends out.

3. A practical framework for evolving from product-centricity to solution-centricity Pages 5 - 8

To actually get your organization to adopt a more solution-centric approach to business, you need to get everyone involved in removing the barriers and doing what’s required. Your efforts in aligning your organization will most likely be focused on the six systemic drivers of value perception:



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