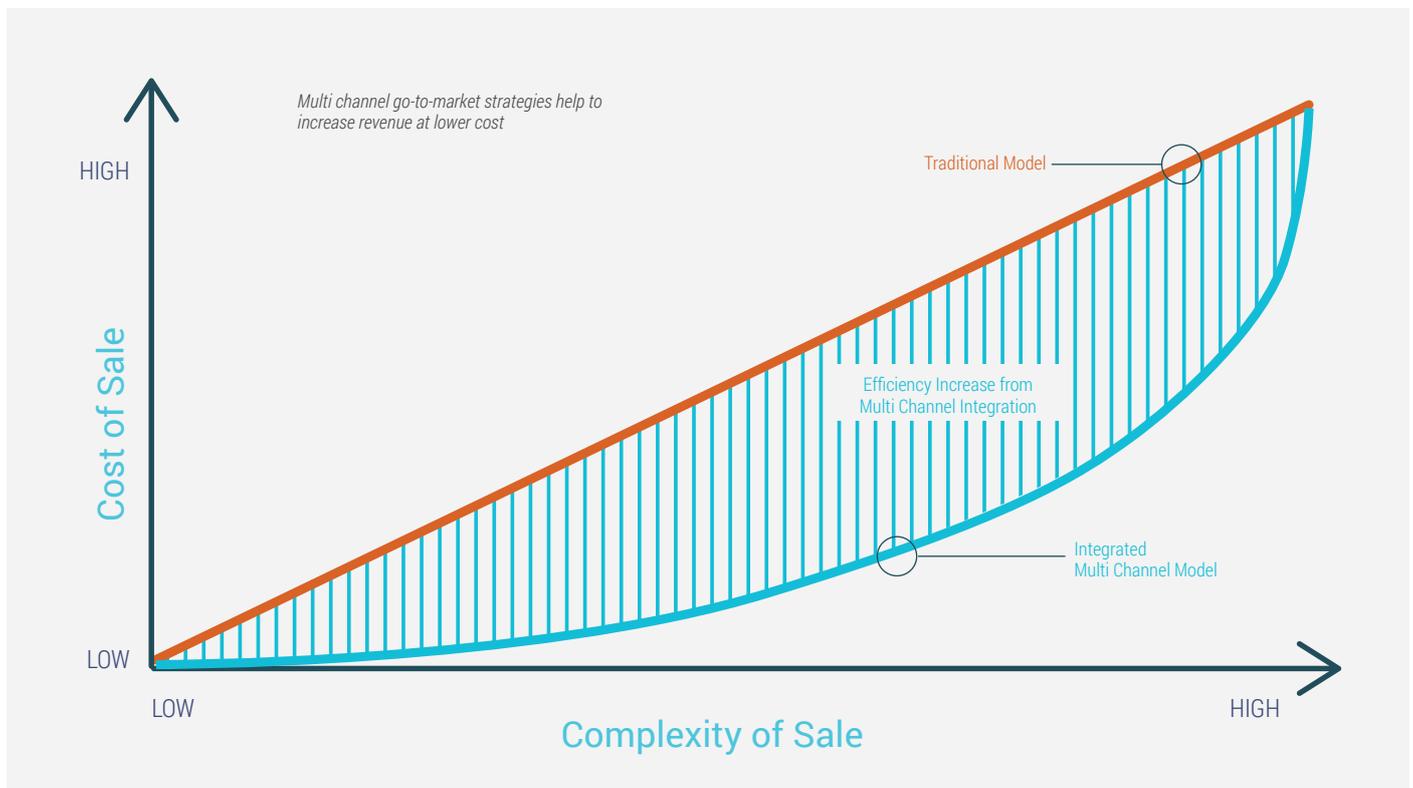


# Profitable Companies Align Value Added, Value Captured and Pricing Along Their Customer Value Chain

Many companies have established a multi-layered sales and distribution ecosystem to serve customers in different geographies and markets. Various types of players help them to market, sell and service their products and solutions. For their services to vendors' customers and partners, these value chain players realize some form of margins and benefits – be it in the shape of rebates, discounts, marketing funds, support or distribution services granted by the vendor.

As the distribution ecosystem evolves and matures, the balance of value added and value captured by the individual players tends to shift within the value chain. Some of them are adding less value than before, but they are still receiving the same level of benefits. Other players require more support now because the competitive landscape has changed. Whole channels may have become obsolete altogether but due to historical reasons they continue to receive a disproportionately high level of vendor funding. Other channels should be extended but there are constraints as a large part of the available funds is consumed by established players.

Profitable companies maintain a healthy sales and distribution ecosystem by continuously re-balancing their value chain



While customer purchasing behavior has changed, vendors are still caught up in their historically grown channel architectures. They fail to meet customers where they want to be met while sales costs continue to grow. At the same time, profitability within individual channels starts

to decrease: established players are coasting on their historical merits and fail to keep up with the markets. Other players have to see that their effort is not properly rewarded, and as a consequence their commitment starts to crumble.



# Most vendors fail to re-balance their value chain. Why is this? Because they fail to see the connection between value added, value captured and pricing along their value chain.

NewLeaf Partners combine go-to-market leadership and pricing expertise to ensure profitable value chains

NewLeaf Partners have been go-to-market leaders for nearly 15 years. Our deep strategic thinking combines with our practical experience as managers, implementers, trainers and coaches to ensure that the necessary changes actually take place. NewLeaf has a proven track record in creating effective go-to-market strategies and putting them to work together with our customers. We have the right attributes, expertise, and fundamental hands-on experience to help you create a positive impact and unique differentiation that gets your organization recognized.

Joining forces with Value and Pricing Partners, NewLeaf provides a unique value proposition to its customers spanning all three core elements of a sustainable and healthy value chain: channel coverage, channel economics and pricing. Jointly with Value and Pricing Partners Inc. we offer a portfolio of services and tools for driving more profitable growth. All are anchored by our unique Profitable Technology Services Pricing™ System.

## Efficiency leaders apply three basic rules:

1. They provide the right routes-to-market to the right customers for the right offerings to increase revenue at lower cost.
2. They integrate their sales, marketing and service activities to optimize customer touch and minimize friction in the customer's buying cycle.
3. They align value added and value captured, and they keep control over pricing along their value chain.

## We will help you to:

- Build cross-channel go-to-market strategies with an eye on execution
- Define the right growth path for your business and your customers Successfully execute your go-to-market strategy by providing hands-on guidance and support, training, coaching, change management and interim management services and resources

*NewLeaf Partners will help you build and execute go-to-market strategies that relate to customers' changed purchasing behavior. You will receive hands-on support from experienced managers, trainers and coaches to ensure your strategies are put to work.*



## As outcome of our work you will get:

- Measurable increase in customer reach
- Actionable go-to-market strategies
- Increased pipeline and revenue generation
- Enhanced sales execution effectiveness
- Sustained behavioral and cultural change

## Our methodologies and tools include:

- Sales Efficiency and Effectiveness Assessment
- Value Chain Analysis / Economic Value of Services
- Value-Benefits-Services Maps
- Historical Transaction Analysis
- Benchmarking and Market Maps
- Cross-channel Process Optimizer
- Cross-channel Organization Review



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