



# ASK NOT WHAT YOUR CUSTOMER CAN DO FOR YOU®

We help B2B companies create and deliver the outcomes that matter most for their customers.

Our clients are already masters of the microscope – they know how to create best-in-class products and services, and how to deliver them efficiently. We help our clients also become masters of the telescope – to understand what truly drives value for their customers, and how to develop the basis for valued added relationships.



Panasonic



ZACHRY

## PROVEN PROCESS

We have developed high impact frameworks to define how industrial companies can add value to their customers and grow their businesses profitably:

- **SAVE** (Solutions, Access, Value, Education) How to move from a product-centric to an outcomes-centric approach to business
- **Efficiency and Engagement** How to determine the relative value of improvements in operational efficiency versus strengthening the company's franchise with customers and employees
- **BASE** (Business Analysis of Sector Economics) Understanding the economics of different industry sectors, and the scale of the value that investments in Efficiency and/or Engagement can unlock

## THOUGHT LEADERSHIP

The originality of our thinking is reflected in the number of our articles appearing in the leading management publications:

- **Business Strategy** "Why Brand Trumps Reputation" – SMR 2018; "Selling Solutions Isn't Enough" – SMR 2018; "Rethinking the 4P's" – HBR 2013; "The Hazard of Having an Accidental Brand" – HBR 2010; "Don't Confuse Reputation with Brand" – SMR 2008
- **Merger Strategy** "Why Fusing Company Identities Can Add Value" – HBR 2011; "Value Implications of Corporate Branding in Mergers" – MSI 2010; "The M&A Blind Spot" – WSJ 2007; "Merging the Brands and Branding the Merger" – SMR 2006



To understand how we can help you implement an outcomes-based approach to business, please contact:

**Jonathan Knowles • 646.345.6782 • [j.knowles@type2consulting.com](mailto:j.knowles@type2consulting.com)**