VALUE PROPOSITION COMMUNICATION FOR INDUSTRIAL ASSET EFFICIENCY SERVICE AS A PART OF THE SALES PROCESS

T. Lehtimäki, Oulu Business School, tuula.lehtimaki@oulu.fi
M. Korkiakoski, Oulu Business School, mirkorki@paju.oulu.fi
I. Ojansivu, Oulu Business School, ilkka.ojansivu@oulu.fi
J. Salo, Oulu Business School, jari.salo@oulu.fi

ABSTRACT

Communication of a value proposition for an industrial asset efficiency service (AES) as a part of the sales process is a relevant topic both for researchers and practitioners. Research on the area acknowledges the importance of forming value propositions in intensive interaction with customers, but how that is actually done during an industrial sales process, is not thoroughly understood. In addition, in case of services which value for each customer is highly different and difficult to measure, communication becomes even more challenging. However, firms need to succeed in that so that customers are not only convinced of the value of the service but also finally are able to realize the value. This paper presents a framework that combines the value elements for AES and their formation and communication through the phases of the value-based sales process. The results contribute to the increasing discussion on value proposition communication for services and for value-based sales and pricing.

Track: Applications and Managerial Implications of IMP Research

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Work in progress