

7W – DIGITAL-SALES-TRANSFORMATION-MODEL

7W

WHAT?	 VALUE PROPOSITION <i>What is your value proposition?</i>	CUSTOMER BENEFIT <i>What benefits do customers derive from working with you?</i>	UNIQUE SELLING P. <i>What is your unique selling proposition and customers do really need?</i>	TRUST POSITION <i>Why buy from you?</i>
WHOM?	 ADDRESSING <i>Whom do we address with our offer?</i>	TARGET CUSTOMER <i>Who benefits from your offer and is attractive to you as a customer?</i>	TARGET MARKETS <i>Which market segments should be addressed?</i>	RELATIONSHIP <i>What kind of customer relationship are you aiming for?</i>
WHEREBY?	 APPROACH <i>Whereby is your sales approach determined?</i>	OFFER <i>How is the value offered, what is paid for?</i>	SALES CHANNELS <i>Which contemporary sales channels are relevant?</i>	SALES PROCESS <i>Does the sales process reflect the customer's buying process?</i>
WHY?	 STRATEGY <i>Why doing this?</i>	MARKET POSITION <i>What is your status quo and where do you want to go?</i>	DIFFERENTIATION <i>How do you differentiate yourself?</i>	STRATEGIC GOALS <i>What are the strategic goals?</i>
WHERE?	 POSITIONING <i>Where and how to position?</i>	PRESENCE <i>Where do you need to be present: analog and digital?</i>	PLATFORMS <i>Which platforms and marketplaces provide good customer access?</i>	NETWORKS <i>In which networks are your customers active?</i>
WHICH?	 ACTIVITIES <i>Which activities are necessary?</i>	MARKETING <i>Which state-of-the-art marketing activities are necessary?</i>	SALES <i>Which state-of-the-art sales activities are necessary?</i>	PERFORMANCE <i>How is the performance measured, managed and rewarded?</i>
WHEREWITH?	 RESOURCES <i>Wherewith – by which means and resources?</i>	ORGANIZATION <i>Which support do customers need from the sales organization?</i>	TECHNOLOGY <i>How can technology make your customers' experience easier? And your life too?</i>	PARTNER <i>What can be done better and cheaper by an external partner?</i>