HOW VALUE IS CREATED

Impact on Customer Purchase Decisions

Percentage of Contribution to Customer Loyalty

- Company and Brand Impact: 19%
- Product and Service Delivery: 19%
- Value-to-Price Ratio: 9%
- **Sales Experience: 53%**

What customers want from sales reps:

- Offers unique, valuable perspectives on my business and/or market
- Teaches me about new issues that impact my business
- Helps me navigate alternatives
- Helps me avoid potential mistakes
- Easy to buy from
- Supports my organization