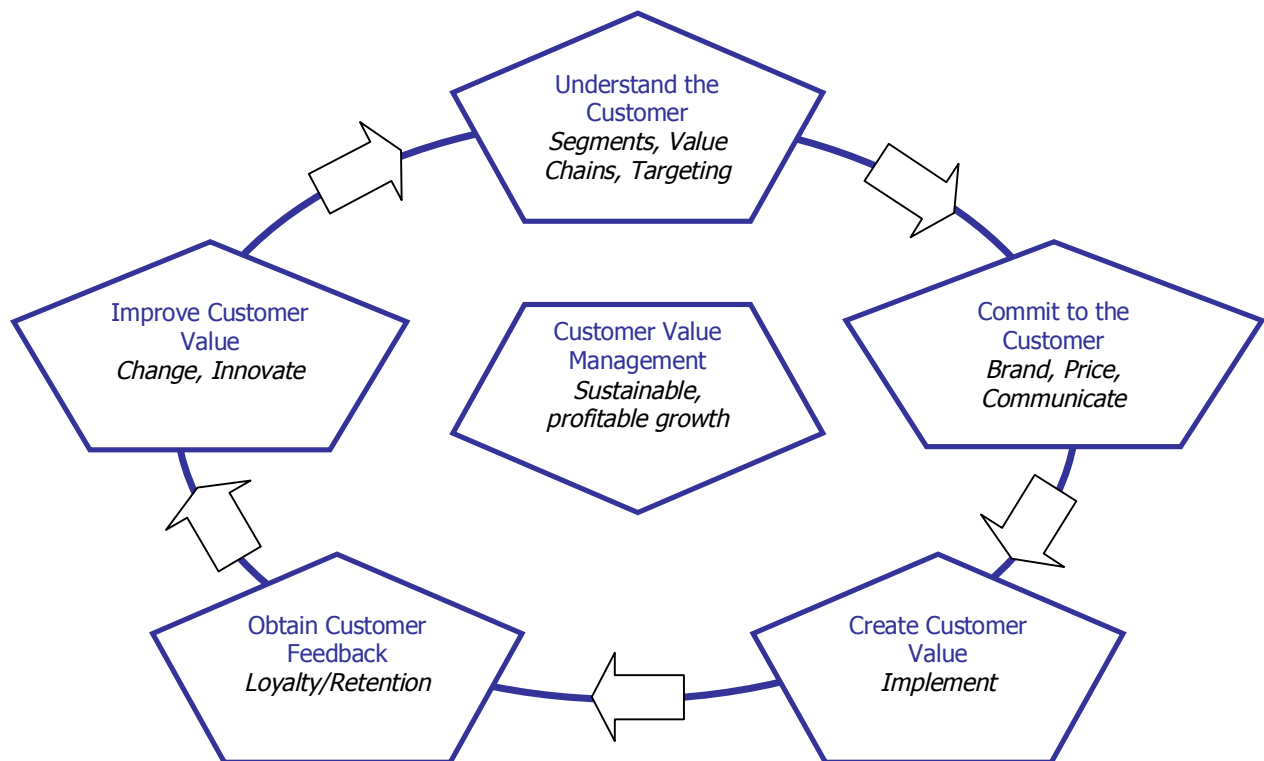


GEMS Pentadigm® Customer Value Management Model

We build a tailored customer value management programmes and solutions built around our well-known marketing and sales excellence and customer value management (CVM) best practice model, Pentadigm, featured in the book co-authored by GEMS Europe CEO, Phil Allen, "Value-Based Marketing for Bottom-Line Success: 5 Steps to Creating Customer Value", published by McGraw-Hill and American Marketing Association.



Customer Value Management (CVM) is an advanced model to develop customer value and to build long-term customer loyalty. CVM enables you to capture back to your company the value you have created at your customer by improved marketing and sales and through the application of value-based pricing in your advanced customer value management and negotiation techniques.

If required, we will also provide a planning template and a selection of tools and techniques to work within that template.

We will provide workshops, coaching, mentoring, advice and guidance to the team and to individuals on a planned and adhoc basis as needed to ensure their timely achievement of completed strategic marketing plans.

All support will be applied directly to client business and markets.

All GEMS Strategic Marketing and CVM-Workshops follow the approach:

Learn → Practice → Apply → Implement

- **Learn** a concept, tool or model
- **Practice** – see how others have successfully applied it
- **Apply** the concept, tool or model to your actual business/market situation
- Decide how you can successfully **implement** this in your actual business/ market situation.

To ensure the practicality of the workshops we typically construct our programs into 90 minute blocks, with each block tackling a specific theme or topic in the following way:
Each 90 minutes session includes:

Subject introduction and briefing by GEMS facilitator	30 minutes
Interactive Groupwork to apply the topic to client business	40 minutes
Feedback, shared outputs, key learnings and takeaways	20 minutes

For topics deemed to require more time, two 90 minutes blocks can be applied to a specific topic. To allow all participants to have sufficient time to apply learnings to their own plans, it is anticipated that the groupwork timings would be extended in this case.

GEMS will tailor all workshops to client specific needs and market situations.

Often clients find it beneficial to reinforce workshop learnings with coached business projects, coaching of teams and coaching of individuals, which GEMS Europe's expert practitioners are happy to provide and support. Also, to reinforce implementation, clients find it useful to have short (typically 1/2-day) management briefings ahead of the workshops, so that management is aware of the content and can lead and support it.

A typical GEMS CVM programme could look something like this:

