

Creating Value-Based Relationships

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FORUM[®]
transforming performance

The Proverbial 'Golden Rule' says to...

*Do unto Others As
You Would Have Them
Do Unto You.*

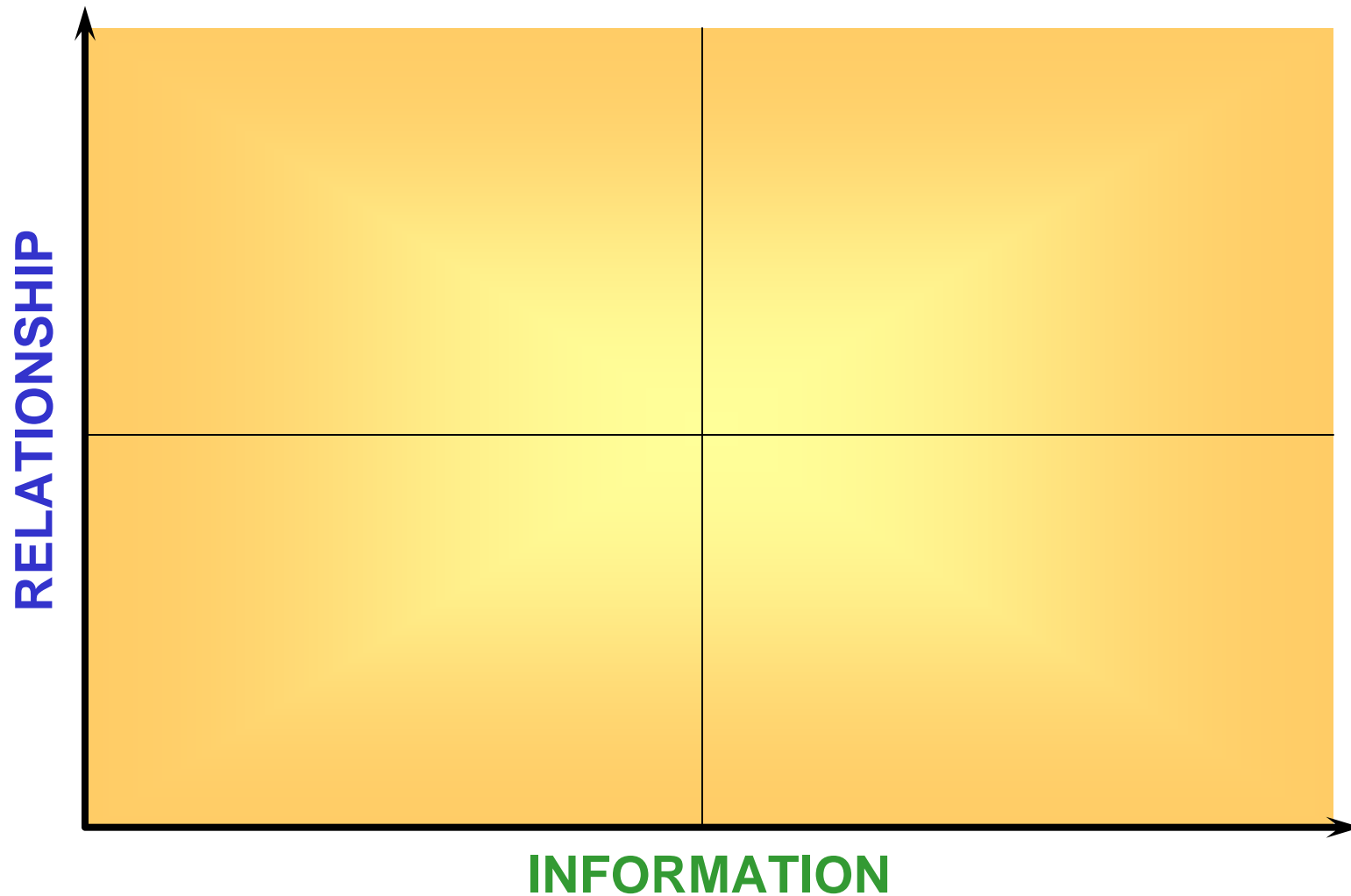
In The Forum Corporation's research, customers said to...

*Do unto Others As
They Would Have
You Do Unto Them.*

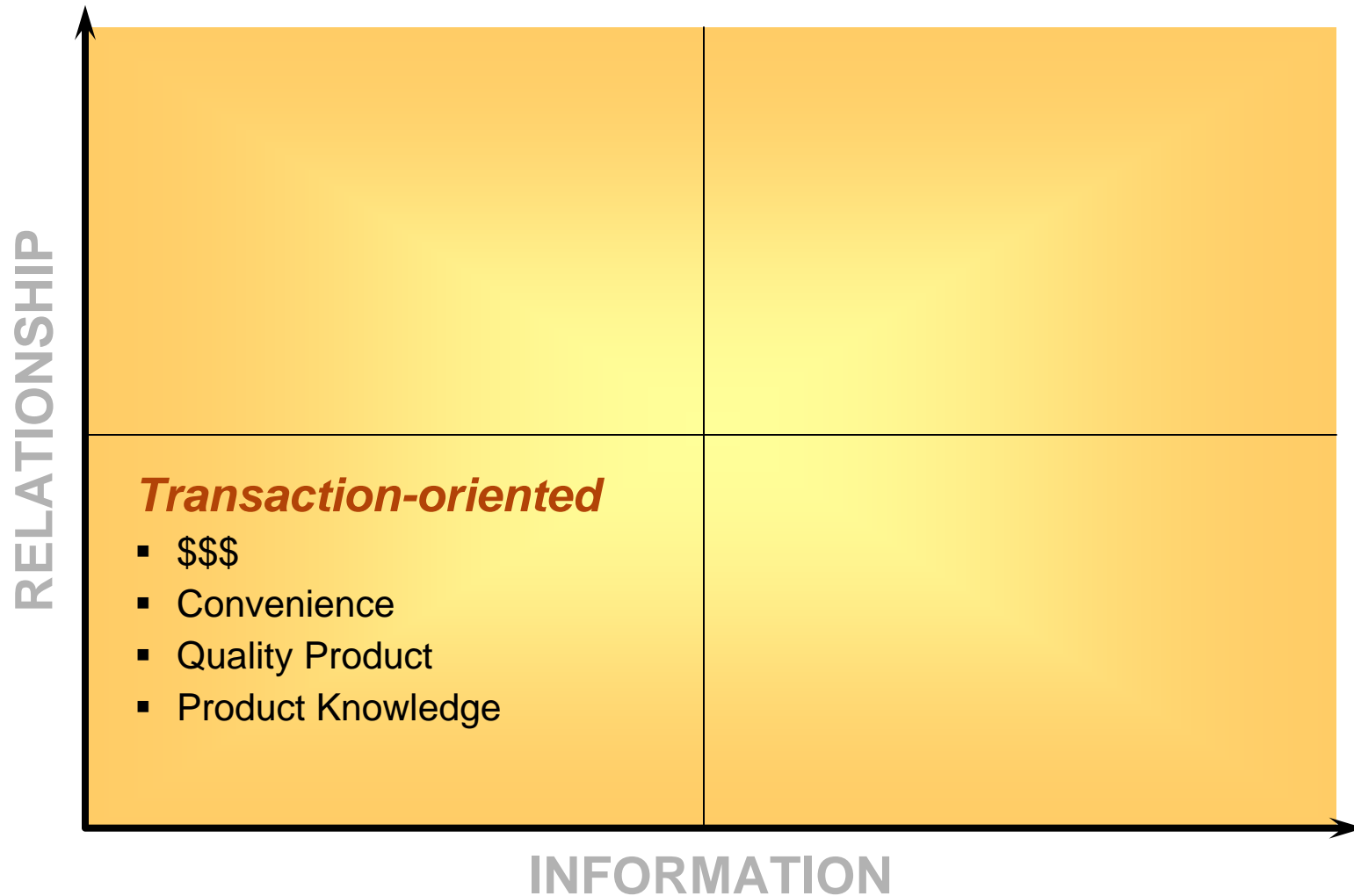
Our Purpose Today

- **To identify what customers value in the those with whom they choose to do business**
- **To provide you with an ‘easy-to-use’ tool for increasing your success in selling or buying**

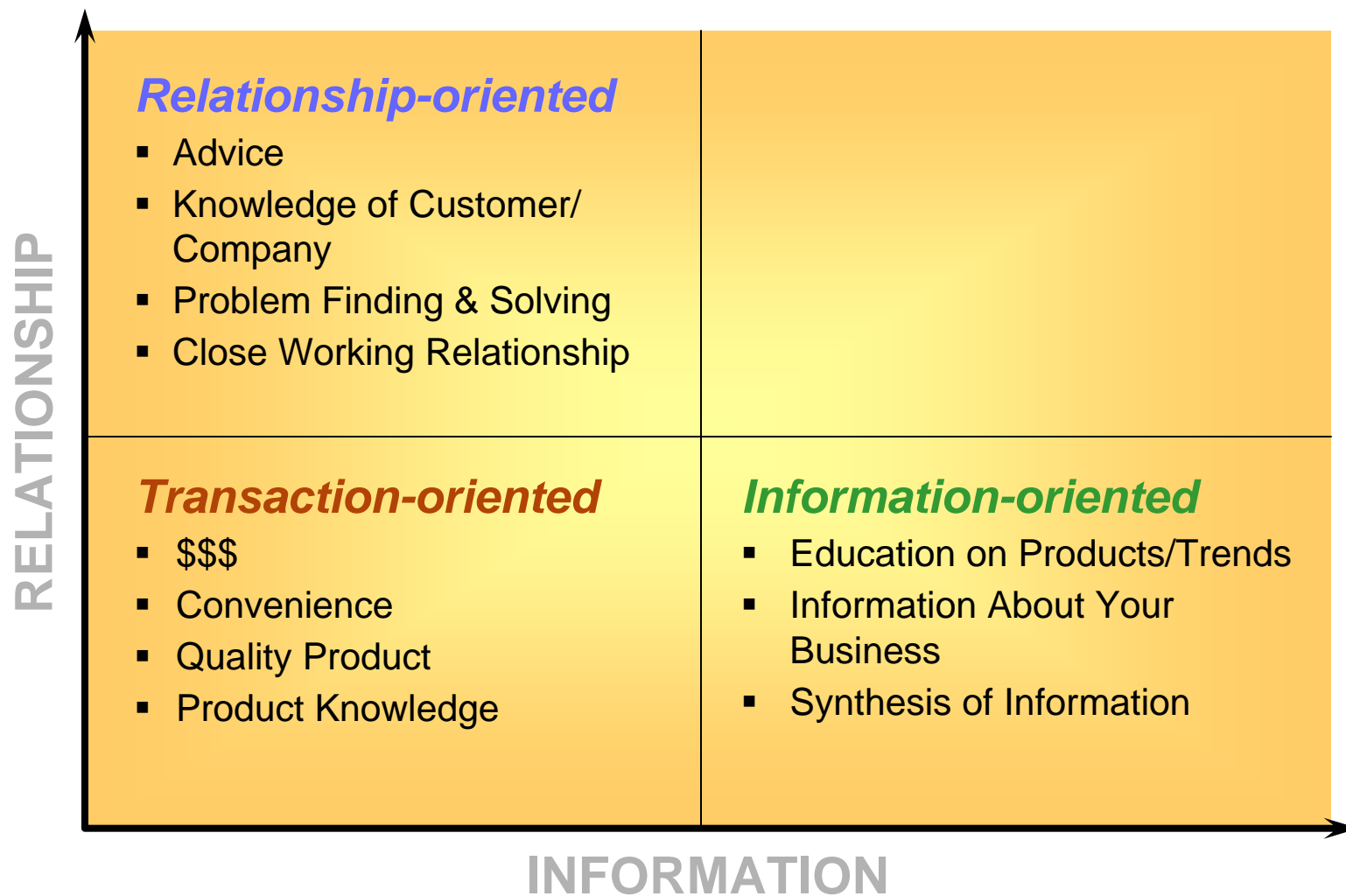
Value Orientation Frame



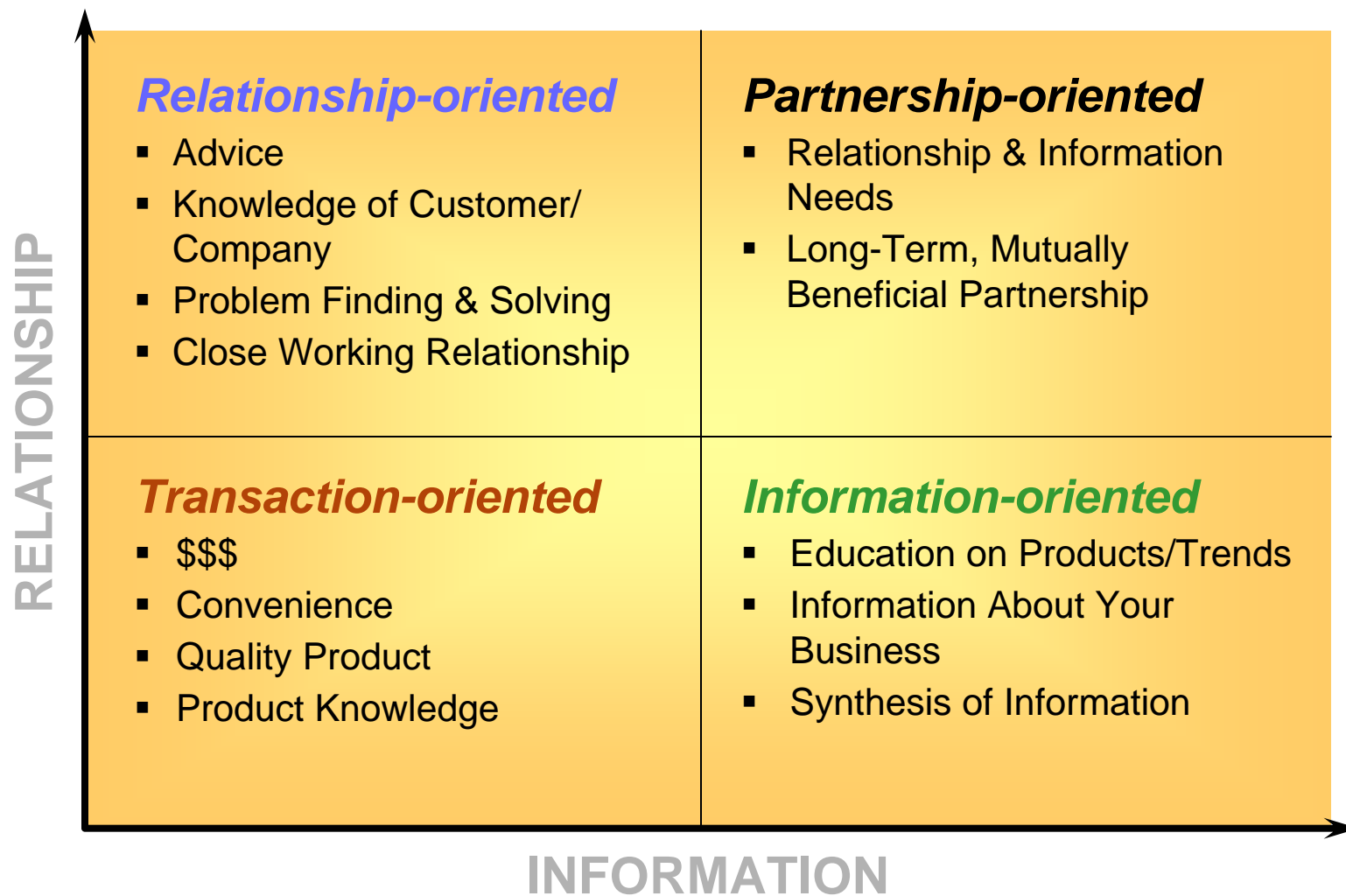
Value Orientation Frame



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Question 1:

- How important is it that people in the supplier's company know people in your company, and vice versa?

1 = Not Important

2 = Somewhat Important

3 = Highly Important

Question 2:

- **To what extent do you want the supplier to advise you on what decisions to make, based on their knowledge of your company and your needs?**

1 = Not Important

2 = Somewhat Important

3 = Highly Important

Question 3:

- How important is it that the supplier work to build a long-term, mutually beneficial relationship in which you work together to achieve joint goals?

1 = Not Important

2 = Somewhat Important

3 = Highly Important

Question 4:

- To what extent do you want to be kept up to date on details about new products, discontinued products, price changes, service policies, and so on?

1 = Not Important

2 = Somewhat Important

3 = Highly Important

Question 5:

- How important is it for the supplier to help you gather, synthesize, and make sense of the complex information in your business, so that you can make good decisions?

1 = Not Important

2 = Somewhat Important

3 = Highly Important

Question 6:

- To what extent do you want the supplier to inform you about industry trends, competition, and new technologies that might affect your business?

1 = Not Important

2 = Somewhat Important

3 = Highly Important

Value Orientation Frame

