

# Cheaper, even cheaper – are there alternatives?

Are you tired of your customers constantly arguing that you are too expensive?

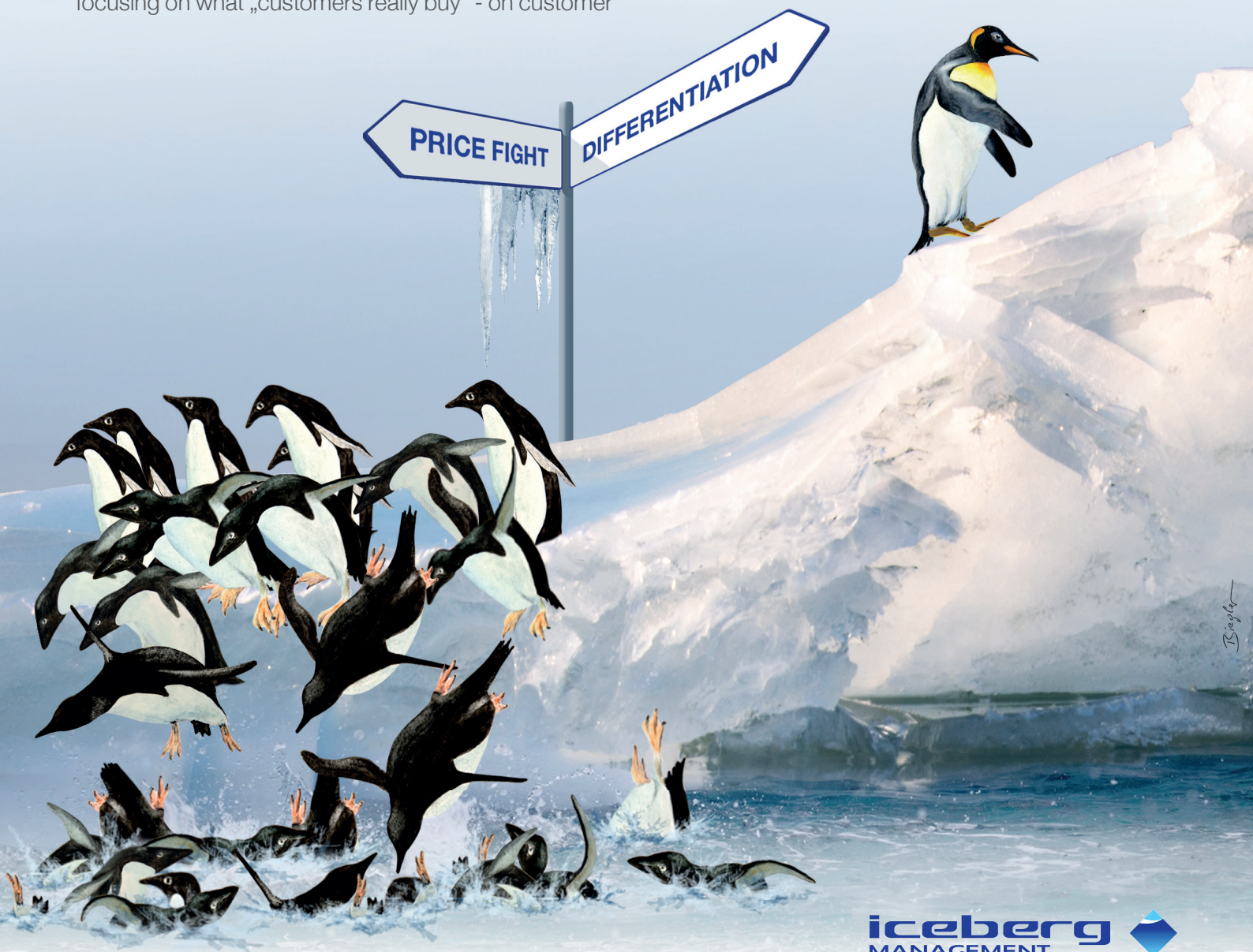
Does it strike you that it's all about the price and your contribution margins permanently shrink? Your feeling does not deceive you - even current studies confirm what many feel - price pressure increases, margins sink.

How to deal with it? Participation in price competition is rarely successful and puts particularly small and medium-sized enterprises under pressure, since lost contribution margins cannot be compensated with cost-efficiency and economies of scale.

Usually more successful is sustainable differentiation, focusing on what „customers really buy“ - on customer

benefits resulting in quantifiable advantages! Rarely this is purely the price, but e.g. design, image, service, reliability, avoidance of risks ...

Sustainable „differentiation through customer benefits“ is not a pure sales and marketing theme, but affects many areas of a company and therefore also must be anchored strategically and implemented throughout the company. A successful implementation leads to increase in price, turnover, contribution margin and finally customer loyalty.



# Differentiation through Customer Benefit

Iceberg Management is specialized in consulting medium-sized companies on the way to differentiation through customer benefits and supporting them over the course of implementation.

After a concentrated analysis (**iceberg-check®**) we develop the necessary strategies and concepts for a focus on customer benefit together with you. We advise and coach you, support your implementation, on request also as „manager on time“.

Our experience shows that the development of the right strategies and concepts is an important basis. The speed and quality of the implementation ultimately determines success or failure. Therefore our team consists of experienced, change-proven C-level managers

with a wide range of different competences, who are capable of discharging the topic in full complexity and leading it to success.

