

## GEMS/Value<sup>2</sup> Cases of Client Success

At the insistence of our practitioner, client's business pursued a **market-based pricing strategy** and gained a price of \$1.32/lb instead of \$0.96/lb on a large volume of standard chemicals business. **GEMS/MarketAbility added value \$2,500,000 p.a.**

Following a VBM workshop, client's business manager (in a plastics finished product market) used the newly created **Customer Value Proposition** at a key account to save the business he had been told (by the customer) he would lose  
**GEMS/MarketAbility added value \$ several million p.a.**

Using the newly developed **Market Plan** from a series of VBM workshops client's business (B2B market) retained accounts against lower priced competition and focused on target segments to grow business. **GEMS/MarketAbility added value € > 1 million p.a.**

Using the **Value-Based Marketing model**, GEMS/MarketAbility client re-segmented their customer base, developed new customer offerings and introduced new business models. New offerings increased customer retention to > 97%. New business models attracted significant new business from accounts previously dealing with competitors.  
**GEMS/MarketAbility added value US\$ > 3 million p.a.**

Using the **Dynamic Segmentation Model**, client (broad based multi-national chemicals supplier) segmented over 40,000 customers as a basis for developing new market participation, differentiation, branding and pricing strategies.  
**GEMS/MarketAbility added value € several million p.a.**

Using the **Value-Based Marketing model**, a business division of a major oil company recovered their loss-making business to come back on to a profitable target basis - *"We made plan in the quarter for the first time in about 2 years this last quarter – Major drive being the new marketing and sales initiatives we deployed (as a result of your workshops) which have added quite a few \$ to the bottom line. Thanks again for your help to start us getting our heads around our customers needs and what we need to do next"* Global Brand Manager, MarketAbility/GEMS Client, 5<sup>th</sup> April 2005.  
**GEMS/MarketAbility added value US\$ > several millions p.a.**

Coached by our expert practitioner, Key Account Manager at a major chemicals company client – **developed a strategy and approach to avoid an e-bid** (estimated to threaten a 20% price drop) at a global key account, resulting in client retaining the business with a share increase from 40-60% at a 5% price premium and extending the contract from 1 year to 3 years. Total value: € 5.1 millions. *"In the six years I have managed this account, we have never been so positively received and praised."* Global Key Account Manager, July 2004  
**GEMS/MarketAbility added value € > 2 million p.a.**

**A major chemicals and plastics producer** – following a Value<sup>2</sup> KAM training programme, clients KAMs developed more enlightened and more successful KAM strategies to increase share of business and improve profitability at several of client's key accounts. Total value: € several millions p.a. *"I entered this program with scepticism, having already many years KAM experience. I was pleasantly surprised to be genuinely challenged and to have really learned some useful new techniques and tools."* Global Key Account Manager, September 2008.  
**GEMS/MarketAbility added value € several millions p.a.**

To discuss how GEMS Europe GmbH and Value2 can help your organisation to better business success, please call or email Phil Allen: +41 7 9423 1390 or [phil.allen@gems-europe.com](mailto:phil.allen@gems-europe.com).