

COMMUNICATION

| | MAADA CONSULTING SOLUTIONS | | |
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| COMMON PROBLEMS | DELIVER RESULTS | BUILD THE FUTURE | AVAILABLE TOOLS |
| <p>MISALIGNED VALUE COMMUNICATIONS</p> <p>Communication messaging to customers not aligned to product value propositions</p> | <p>Assess current means by which value for money is being communicated to find disconnects and suggest re-alignments.</p> | <p>Build communication of value for money into communication brief-writing process.</p> | <ul style="list-style-type: none"> Price/Value Map |
| <p>LACK PERSUASIVE INFORMATION TO SELL PRICE CHANGES TO EXTERNAL PARTNERS</p> <p>Those responsible for negotiating changes to pricing or securing business lack the tools, information, and, therefore, confidence to persuade partners to go along.</p> | <p>Develop stakeholder analysis plan to identify arguments and information needed to build internal confidence and external agreement</p> | <p>Train in stakeholder analysis.</p> <p>Develop information flow for future negotiations.</p> | <ul style="list-style-type: none"> Stakeholder Analysis Templates Conflict cooperation map |