



Good Friday is April 19th



The Three Faces of Value

We were recently asked how we deliver value to our customers. That of course led to some healthy discussion amongst us as we all define value differently. Is it what differentiates us from our competitors, makes us known and helps grow our bottom line? Yes, but those are in fact outcomes of value. So, what is it exactly?

The conversation was followed by some research which we found fascinating and are sure you will too! International Management Consultant Donald Cooper cites that, "there are in fact only three kinds of value: *Functional, Emotional and Financial.*

You deliver *Functional Value* when...

- Sell products and services that work for your customers,
- Be open or available when they need you,
- Provide the information, coaching and encouragement that they need to wisely choose and effectively use the products or services you sell.

- Create policies and processes that make us easy, efficient and consistent to do business with.

Emotional Value is delivered when customers feel better about themselves and the world every time they do business with you and every time they use what they bought from you. It's about how they feel. If you are not delivering Emotional Value, you are not really connecting with your customers. People always remember how you made them feel.

Financial Value is last. Many people think it comes first but it is a function of the previous two. You deliver Financial Value when your customers believe that they paid a fair and competitive price for all the functional and emotional value that you got from you.”

We trust that as a customer of **MOBO**'s, you are experiencing all three levels of value when you deal with us. If that is ever not the case, then please let us know! We are striving, each and every day to be your trusted advisor for promotional goods and branded apparel.

Wishing everyone a glorious spring and Happy Easter!

- Team **MOBO**