



# Winning with Customers: A Playbook for B2B

By D. Keith Pigues, Jerry D. Alderman

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**Winning with Customers: A Playbook for B2B** By D. Keith Pigues, Jerry D. Alderman

## **Do Your Customers Make More Money Doing Business With You?**

**Knowing the answer can help you build measurable and valuable customer relationships, outperform the competition, and unlock profitable growth.**

Companies are blind to opportunities for profitable customer relationships without a deep understanding of how they create customer value relative to competitors. With a rigorous and measurable understanding of how customers make more money today and in the future with you, combined with supporting plans and tools to align the entire organization for success, a company can win and win big. *Winning with Customers* offers a step-by-step playbook to help companies develop this capability for themselves, act on it, build a culture around it and sustain it over time. The playbook includes case studies, interviews, and tools from leading B2B companies who have demonstrated success. Written by recognized business thought leaders and practitioners, this book will guide you to profitable growth. The book also serves as a launch point into a community of like-minded executives that includes a companion website which offers exercises, access to thought leaders, and other tools help you win with customers.

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**Winning with Customers: A Playbook for B2B By D. Keith Pigues, Jerry D. Alderman Bibliography**

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## **Editorial Review**

### **From the Inside Flap**

"This book captures the invaluable lessons learned from a nearly decade-long journey focused on perfecting the business science of creating value for customers in the so-called business-to-business (B2B) segment of commerce. Keith and Jerry have clearly arrived at an important destination. Not only has the customer value creation (CVC) science been significantly advanced, it has been proven by real-world application in numerous B2B settings."

**—From the Introduction, Glenn Dalhart, retired partner, Ernst & Young management consulting**

Providing deep insight into the discoveries that can help you win with your customers and, ultimately, increase the value of your business, *Winning with Customers* introduces you to proven ideas for helping your organization accelerate profitable growth. Sharing real experiences from real companies that have delivered significant results using the authors' "Winning with Customers" approach, this effective guide reveals a wealth of practical information to help you put their winning formula to work in your organization.

Filled with case studies, examples, and workable tips, this easy-to-use handbook includes everything your corporation needs to succeed, including:

- Hands-on advice on what winning with customers means and the measures that really work
- Guidance for moving you from anecdotes and gut feelings to sound metrics for success
- The resources you need to collect your customers' perspectives on the value you create for them
- Step-by-step customer plans that can be executed by the organization, understood by the sales force, and communicated easily to customers
- An accompanying web site ([winningwithcustomers.com](http://winningwithcustomers.com)) packed with online exercises, a community forum, additional case studies, and more

Practical, useful, and readable, the tools and tactics in *Winning with Customers* will help your business create impactful changes that generate a sustainable competitive advantage in the process.

"Now" is always the right time to kick off a *Winning with Customers* effort in your organization. You now have the playbook to get started.

### **From the Back Cover**

#### **Praise for *Winning with Customers: A Playbook for B2B***

"The approaches in this book have made a difference in our business. *Winning with Customers* has brought new life and energy to our selling approach."

**—Denis John Healy, CEO, Turtle Wax**

"This book provides great insights on how to win with customers. It is particularly relevant for B2B companies differentiating with technology, quality, and cost leadership in a highly competitive and innovative industry such as automotive."

**—Alex Ismail, President and CEO, Honeywell Transportation Systems**

"Pigues and Alderman have made an important contribution to the discussion about customer profitability.

Any business person will find ideas that are both valuable and practical in this book. It is worth reading."

—**James W. Dean Jr., Dean UNC's Kenan-Flagler Business School**

"As Chief Learning Officer, I am always on the lookout for breakthrough thinking and practical approaches that can differentiate our sales, marketing, and leadership efforts. Jerry and Keith's innovative approach quantifies the impact your product or service has on the customer's bottom line. The insights learned can help companies create a stronger value proposition, greater customer satisfaction, and greater profitability."

—**Robert T. Cancalosi, Chief Learning Officer, GE Healthcare**

"The reasons we win and lose business are clearly captured in *Winning with Customers* and they serve as reminders to us to keep our customers in focus at all times. We rely on systems and repeatable processes—these are at the center of the CVC model."

—**Joe Lawler, Chairman, President and CEO, ModusLink Global Solutions, Inc.**

"Finally a business book that focuses unwaveringly on the foremost goal in the provision of B2B solutions: helping your customers make more money. In *Winning with Customers*, Pigues and Alderman provide a practical approach to increasing your company's capability to win this decisive battle over competitors."

—**Jeneanne Rae, BusinessWeek Columnist, cofounder/President, Peer Insight LLC**

"Pigues and Alderman have addressed a key business growth issue—how to create measurable competitive advantage and get paid for it. A provocative read for today's business leaders."

—**Eileen Zicchino, Chief Marketing Officer, J.P. Morgan Treasury Services**

"Pigues and Alderman ask a simple but very powerful question: Are your customers making more money doing business with you? If you are not sure, then you must read what is within these covers. This is a must-read for success-minded business executives."

—**Barry B. Siadat, Managing Director, SK Capital Partners**

"Pigues and Alderman have written a readable and practical guide to capturing the 'value' in your B2B 'value proposition.' I wish that I had had their book fifteen years ago!"

—**Michael Allen, Board Member, World Color Press, Inc.**

#### About the Author

**D. KEITH PIGUES** is a recognized leader of strategic growth and marketing, developing new growth strategies and marketing capabilities, creating valuable brands, building effective global marketing teams, and increasing profitable revenue growth through strategy and marketing excellence. He is Senior Vice President and Chief Marketing Officer at Ply Gem, Inc., responsible for corporate branding, marketing, strategic planning, and international expansion. He has held senior marketing positions with Cemex, RR Donnelley, and ADP, as well as sales positions with IBM and Hewlett-Packard. More about Keith at [dkeithpigues.com](http://dkeithpigues.com).

**JERRY D. ALDERMAN**, a recognized business science thought leader, is coauthor of *Beyond Six Sigma* (Wiley). He has written numerous white papers, is a frequent speaker on achieving profitable growth through customer value creation, and has led and developed his innovative approach to building corporate competitive advantage through using and executing on unique, deep customer insights. He is founder and CEO of Valkre Solutions, Inc., a product and services company that develops capability with business-to-business (B2B) companies to use deep customer understanding to build and execute customer-driven operating plans. His company has developed these solutions with great partners, including Owens Corning, Kimberly-Clark, Turtle Wax, RR Donnelly, and more. To find out more about Jerry and Valkre go to [valkre.com](http://valkre.com).

## **Users Review**

### **From reader reviews:**

#### **Charles Eiland:**

Hey guys, do you really wants to finds a new book to learn? May be the book with the title Winning with Customers: A Playbook for B2B suitable to you? The particular book was written by well-known writer in this era. Often the book untitled Winning with Customers: A Playbook for B2B is the main of several books which everyone read now. This kind of book was inspired many people in the world. When you read this publication you will enter the new dimensions that you ever know ahead of. The author explained their strategy in the simple way, and so all of people can easily to comprehend the core of this e-book. This book will give you a wide range of information about this world now. To help you to see the represented of the world in this book.

#### **Linda Long:**

The particular book Winning with Customers: A Playbook for B2B will bring you to definitely the new experience of reading the book. The author style to elucidate the idea is very unique. When you try to find new book to study, this book very appropriate to you. The book Winning with Customers: A Playbook for B2B is much recommended to you to learn. You can also get the e-book from the official web site, so you can quickly to read the book.

#### **Patricia Skinner:**

Beside this Winning with Customers: A Playbook for B2B in your phone, it can give you a way to get closer to the new knowledge or data. The information and the knowledge you are going to got here is fresh from your oven so don't be worry if you feel like an older people live in narrow commune. It is good thing to have Winning with Customers: A Playbook for B2B because this book offers for you readable information. Do you often have book but you don't get what it's about. Oh come on, that wil happen if you have this within your hand. The Enjoyable set up here cannot be questionable, like treasuring beautiful island. Techniques you still want to miss it? Find this book and also read it from now!

#### **Thomas Baldwin:**

As we know that book is significant thing to add our expertise for everything. By a guide we can know everything we would like. A book is a list of written, printed, illustrated or blank sheet. Every year had been exactly added. This book Winning with Customers: A Playbook for B2B was filled in relation to science. Spend your time to add your knowledge about your research competence. Some people has diverse feel when they reading a new book. If you know how big benefit of a book, you can really feel enjoy to read a e-book. In the modern era like at this point, many ways to get book that you just wanted.

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