

THE REGENERATIVE BUSINESS DEVELOPMENT COMMUNITY

Carol Sanford Institute



PRODUCT OFFERING INTEGRATION

1. What opportunities, what hazards, what increased alignment with customers and what new variables to manage would be created by each of the following forms of product offering integration?
 - Providing a product system.
 - Providing the customer the ability to realize full value from your product offering based on evolving toward their strategic direction
 - Operating the systems, for which you provide products, in the customers value adding process.
 - Developing the customer's managing processes for better strategic positioning.
 - Engaging in co-development processes with the customer.
2. Based upon your discussions:
 - What would you do to improve the effectiveness of the overall value adding process? Theirs and your own?
 - What would you do to improve the effects of your product offering and the customer's ability to realize value from those effects?

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- What do you feel the right thing to do is in regard to achieving developmental engagements with customer(s)?
- In what way would you go about developing the further viability of your business? Extension and evolution of offerings?