

# Client Centric Value Methodology



Where value is created

Where value is determined

Client Centric (Trusted Advisor)

Client Centric Mode

Time spent / investment

Client satisfaction

High

High

Front-end = Where value resides

Building Service / Product

Developing Solution

Trad. Sales (Order Taker)

Product Centric Mode

Low

Low

Time / Cycle

Immersive needs analysis

Building solution

Interactive delivery

