

CASE STUDY · SMART CITIES · SMART LIGHTING

Cimcon Smart Lights

Rebuilding a smart lighting value proposition around what city stakeholders actually buy.

Overview

Client: Cimcon Smart Lights. cimconautomation.com

Industry: Smart cities, smart lighting.

Situation

Cimcon's smart lights controller, integrated with IT asset management, offered an exceptional economic advantage. Their value proposition did not resonate with city stakeholders.

The result was missed sales and stalled decisions — partly an inability to articulate the business impact of their solution, partly selling to hidden decision makers, and partly a lack of differentiation.

Solution

- ▶ Led a customer value modeling workshop with C-level executives to identify the real business requirements of each stakeholder on the buying committee.
- ▶ Mapped the value into a business case.
- ▶ Transformed their corporate presentation into a customer-centric value presentation.
- ▶ Redesigned their sales positioning and presentation around that value.

Results

- ▶ Create their Customer Value Proposition level 5 (See Value Selling Maturity Levels pdf).
- ▶ The value sales positioning and presentations led to substantial country-level sales.

Contact Anthony Sarno at 728-230-5573 to learn how AI ROI GTM programs can impact your bottom line.

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