The Growth in Demand for Complex Solutions

Presented By:
Steve Hurley, Managing Director
Email: shurley@solutionsinsights.com
Tel: 781-929-8570
The opportunity to add value to products through services was great just a few years ago.

Five Years Ago

**Transactional**
- Cost focus
- Convenience decision
- Don’t want to meet

**Consultative**
- Advice focus
- Expertise decision
- Want meetings

Most customers would pay a little extra for some advice or support

Source: Neil Rackham, presentation at ISBM conference, September, 2010
The need for real, consultative-based solutions is greater.

More buy transactionally

Today

...and more need solutions to address their complex business problems

Transactional
- Cost focus
- Convenience decision
- Don’t want to meet

Consultative
- Advice focus
- Expertise decision
- Want meetings

However, today the middle is going away.

Source: Neil Rackham, presentation at ISBM conference, September, 2010