

CLIENT NEEDS

YOUR STRENGTH MATRIX

CLIENT NEEDS CATEGORY	RELEVANT STATEMENTS FROM DEAN SERVICES CLIENTS
Ideal Partner	• “We want to work with a company that truly understands our challenges, not just one that sells to us.” • “I need a partner whose values align with ours—if they don’t care about what we care about, how can I trust them?” • “I want a company that actually follows through on what they say—too many overpromise and underdeliver.”

TABLE 7.1: *Excerpt of Dean Services client needs table*

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CLIENTS SAID	DEAL STRENGTH/POTENTIAL UVP
"We want to work with a company that truly understands our challenges, not just one that sells to us."	"Through an extensive client needs analysis process, we've customized client-specific solutions to build long-term partnerships." (Trust and Experience)
"I need a partner whose values align with ours—if they don't care about what we care about, how can I trust them?"	"Utilizing our core values and purpose, we align with our clients to ensure shared goals and business objectives." (Values and Purpose-Driven Alignment)
"I want a company that actually follows through on what they say—too many overpromise and underdeliver."	"We have a money-back guarantee if we don't meet our agreed outcomes." (Trust and Outcomes)

TABLE 7.2: Clients’ ideal partner (What they look for in supplier or vendor)

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CLIENTS SAID	DEAL STRENGTH/POTENTIAL UVP
“We need faster turnaround times—we lose money every day we wait for a solution to a production issue.”	“Our turnaround times are 30 percent faster than the industry average.” (Efficiency and Speed)
“It’s not just about price today. If someone can actually help us cut costs long term, that’s real value.”	“Our streamlined processes reduce costs on average by 15 percent year over year.” (Cost Savings and Efficiency)
“I don’t have time to wait for a service call to be answered—when I need help, I need it now.”	“Our dedicated support teams are available 24/7 and we answer calls withing ten minutes on average.” (Reliability and Responsiveness)

TABLE 7.3: *Clients’ ideal solution (What clients need from a product or service)*