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and Stacey Danheiser. Simon Kelly has 35 years experience in customer service, sales and marketing. At British Telecom, he pioneered the move from 'product push' to 'value-based' selling and marketing.

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*Johnston, Stacey . . .*  
v Today, 52 % of the companies that were in the Fortune 500 in 2000 are no longer on the list. They fell off because of bankruptcy, mergers and acquisitions or because they were

*LIBA*

Value-ology recognises that the quest to unlock customer value is a combination of objective analysis to unearth customer value, creative insight to tap into customer value, development of value propositions that resonate with customers, effective sales



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and marketing alignment, consistent execution and feedback mechanisms to improve value offerings.

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