The Value of Value

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Pop quiz
What happened in 2020?

Why was this scene impossible?

How did this affect logistics companies?

How did businesses react?

What represented value at this moment?
Can we define value?
value 1 of 3  noun

1  : the monetary worth of something : MARKET PRICE
2  : a fair return or equivalent in goods, services, or money for something exchanged
Value defined

- Synonyms of value:
  1. the monetary worth of something: MARKET PRICE
  2. a fair return or equivalent in goods, services, or money for something exchanged
**Value defined**

**value**

*noun*

\[\text{value noun (MONEY)}\]

\[\text{the amount of money that can be received for something:}\]

- **of value** *She had already sold everything of value that she possessed.*
- **value of** *What is the value of the prize?*
- **value falls** *The value of the pound fell against other European currencies yesterday.*
- *Property values have fallen since the plans for the airport were published.*
Value defined
**Value defined**

**Oxford Dictionaries**

**value** (noun) · values (plural noun)

1. the regard that something is held to deserve; the importance, worth, or usefulness of something:
   - *your support is of great value*
2. the material or monetary worth of something:
   - *prints seldom rise in value* · *equipment is included up to a total value of $500*
3. the worth of something compared to the price paid or asked for it:
   - *at $12.50 the book is a good value* · *the wine represents a good value for $17.95*
Value defined
Value defined

1. Why a client chooses a company
2. Why a client chooses to stay with a company
Value delivered

1. Value is more than just the transportation event
2. Value must be defined in the client’s vernacular
3. Value must reflect their needs against:
   • Their Vision
   • Their Business Goals
4. Value must have metrics to show the results
Value suggestions

1. Listen intently:
   ✓ Be where your feet are
   ✓ Be interested, not interesting

2. Stay in your lane

3. Chose:
   ✓ Empathy
   ✓ Grace

value

1. Why a client chooses a company
2. Why a client chooses to stay with a company
The Value of Value

- More business (references are great!)
- Higher client retention (trust must be earned)
- Clear communication (transparency is required)

1. Why a client chooses a company
2. Why a client chooses to stay with a company
The Value of Value

Thank you for the privilege of your time