



“Leveraging Company Worth and Value”

By **Melony M. Fuller**, *Founder, Director of Strategy and Business Development*
Co-Create Marketing Strategies, LLC.
3.5-minute read

Ever heard the phrase, “know your worth?” These three words can challenge you to examine the very foundation of your business or marketing strategy. Worth and value are often used interchangeably when talking about what your company offers, but the reality is, a company’s worth does not always hinge on their products and services alone. Value is equal to the benefits you can offer your customer, but worth is what those benefits mean to that customer. For your company to create a sustainable and satisfying customer experience that enriches existing customer loyalty, and attracts new customers, you **must have worthy, value-added benefits**. Understanding your competitive angle in the market and your unique value proposition for each product and service, gives you a competitive advantage when making a sales call. **These value-added benefits add up to the difference in what a customer is willing to pay**. It’s like adding cherries on top of an enticing scoop of ice cream - *they’re the zingy-sweet treat that increases a customer’s appetite for more!*

What about deals and discounts? In today’s economy, it’s imperative to be crystal clear and steadfast about the worth of your company. It’s not the time for deals or discounts. Reinforce the principles of your company’s worth with your sales team, and customer service team—they are the face of your company. They will be critical in strengthening the customer experience to strategically engage customers. Make sure your corporate message shows **clear vision**, has a **resounding voice**, and is meaningful in its outreach. While your competitors are working deals and offering discounts, your team is empowered by the intrinsic value they can showcase as they speak to your company’s offerings. Remind them, they play a pivotal role in maintaining corporate value, one of the company’s greatest assets.

Understandably, companies often struggle with **how to create value propositions** with meaningful, value-added benefits that **generate these unique and hopefully, repeat buying experiences** for customers. The ability to discern and leverage company worth and value becomes diminished or non-existent. Corporate vision and enthusiasm slowly fade, the vitality of communication wanes, and ultimately customers are lost, or business simply stagnates. Undoubtedly, this also impacts your employees, as well as your suppliers. When everyone in your organization understands how to leverage your company’s worth, they become critical partners in creating and/or improving customer experiences through added value benefits.

So, while your competition is making deals and discounting their products, **stay committed and focused on leveraging your company’s comprehensive worth**, and **providing the most value for your customers**. Today’s economic pressures can create unique challenges for both you and your customers, but everyone, including your customers and prospects, are searching for value. Make sure everyone on your team understands your company’s invaluable worth—equip them with the tools to stand out in a sea of discounts and deals. When customers are searching for YOU, how do you want to be discovered, **and** what do you want to be known for – **worth and value**, or deals and discounts?

Knowing your worth and value will make all the difference between creating an average or exceptional experience for your customers, prospects, employees and suppliers.

Looking for an exceptional marketing partner? We are [Co-Create Marketing Strategies](#), your greatest marketing alliance. While your competitors are making deals and discounts, we co-create with you to discover your worth and value! Contact us today, to experience *the difference*.



About the Author

Melony Fuller is a highly analytical and goal-oriented professional with proven record of success in helping companies establish growth and business development in the field of sales and marketing. As someone who thrives in dynamic and high-pressure situations, she offers hands-on experience in developing and implementing effective business strategies to optimize organizational initiatives. Mrs. Fuller's efforts, in turn, have resulted in consistently meeting sales and marketing objectives.

Mrs. Fuller is highly adept at initiating new market presence, identifying growth opportunities, and establishing business alliances. Her commitment to provide high-quality service to achieve recognizable results comes from a determination and mindset to never consider failure as an option. Given Mrs. Fuller's business development perseverance, analytical intuitiveness and strong work-ethic, she founded Co-Create Marketing Strategies, LLC.

Leading a team highly capable of digital marketing campaign implementation and the design of marketing automation programs, she also achieves forecast sales with an accountability matrix that leads to sustainable results against industry average in partnership with sales.

Through it all, Mrs. Fuller keeps her focus on maintaining a lead-by-example approach, both in handling projects and leading cross-functional teams. She believes that by doing so, she can establish a team cadence of accountability with an energetic personality to achieve a high level of execution.