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Your Customers Want
Outcomes, Not \"Benefits\"
The Outcome-Driven
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Overview Sales Training -
Thinking Things Through to
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Outcome

Tony and Walter PR Customer
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Sales Ideas from Sales Pros

| Sales Training What is

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Make Your Customers'

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VIDEO BOOK SUMMARY **WHY you**

WORRY so much about

EVERYTHING BV37 How to Find

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UX Book Club of LA presents

What Customers Want with

author Tony Ulwick*The Great*

Game of Business: Providing

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Innovation (ODI) Overview by
Tony Ulwick *Outcome Driven
Ideation - Product Design at
Aer Lingus* What Customers
Want Using Outcome

Which is to say, customer
value comes from a
supplier's ability to
fulfill a specific, relevant
outcome in the buyer's work
or life. In *What Customers
Want*, author Anthony Ulwick
crisply captures this idea,
expressing it as the
capability to "Get a job
done better" and "Get more
jobs done".

Online Library What Customers Want Using Outcome Driven Innovation *What Customers Want: Using Outcome-Driven Innovation to Products And Services* ...

Which is to say, customer value comes from a supplier's ability to fulfill a specific, relevant outcome in the buyer's work or life. In *What Customers Want*, author Anthony Ulwick crisply captures this idea, expressing it as the capability to "Get a job done better" and "Get more jobs done".

*Amazon.com: What Customers
Want: Using Outcome-Driven
...*

In *What Customers Want*, Ulwick demonstrates that all

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popular qualitative research methods yield well-intentioned but unfitting and dreadfully misleading information that serves to derail the innovation process. Rather than accepting customer inputs such as "needs," "benefits," "specifications," and "solutions," Ulwick argues that researchers should silence the literal "voice of the customer" and focus on the "metrics that customers use to measure success when executing the jobs, tasks or ...

What Customers Want: Using Outcome-Driven Innovation to

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To help overcome this tendency Ulwick defines three specific types of information that would be useful: (1) jobs—what customers are trying to get done; (2) outcomes—the metrics used by the customer to define the successful execution of a specific job (p. 2); and (3) constraints—what might prevent customers from adopting or using the new product or service.

*What Customers Want: Using
Outcome-Driven Innovation to*

...

A world-renowned innovation guru explains practices that result in breakthrough

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Innovations "Ulwick's
outcome-driven programs
bring discipline and
predictability to the often
random process of
innovation." -Clayton
Christensen For years,
companies have accepted the
underlying principles that
define the customer-driven
paradigm--that is, using
customer "requirements" to
guide growth and innovation.

*What Customers Want: Using
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Desired Outcomes—Metrics
That Drive Innovation
Customers want to get more
jobs done, but they also
want to be able to do
specific tasks faster,
better, or cheaper than they
can currently.

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*What Customers Want: Using
Outcome-Driven Innovation to*

Customer Success is tied to
Desired Outcome. This is
where "Desired Outcome"
really starts to shine as a
way of thinking about
Customer Success. It's our
job to understand what the
customer is trying to
accomplish, but moreover,
it's our job to understand
how they want to accomplish
it.

*Understanding Your
Customer's Desired Outcome*
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Outcome-Driven Innovation is

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Outcome Driven Innovation
a strategy and innovation
process developed by Anthony
W. Ulwick. It is built
around the theory that
people buy products and
services to get jobs done.
As people complete these
jobs, they have certain
measurable outcomes that
they are attempting to
achieve. It links a
company's value creation
activities to customer-
defined metrics. Ulwick
found that previous
innovation practices were
ineffective because they
were incomplete,
overlapping, or unnecessary.
ODI attempts

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