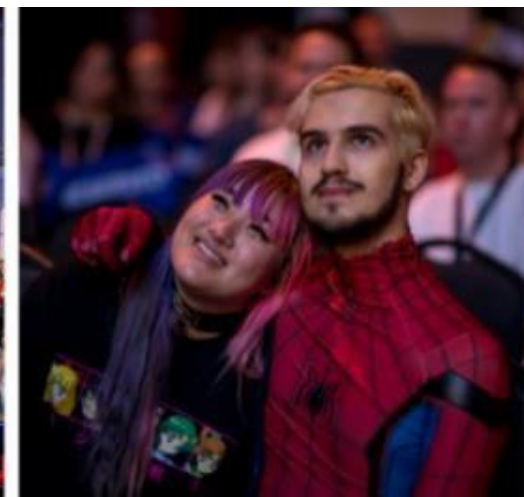


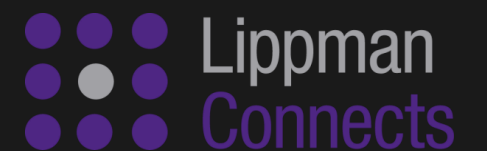


In the business of building businesses



From Value Messaging to Value Delivery

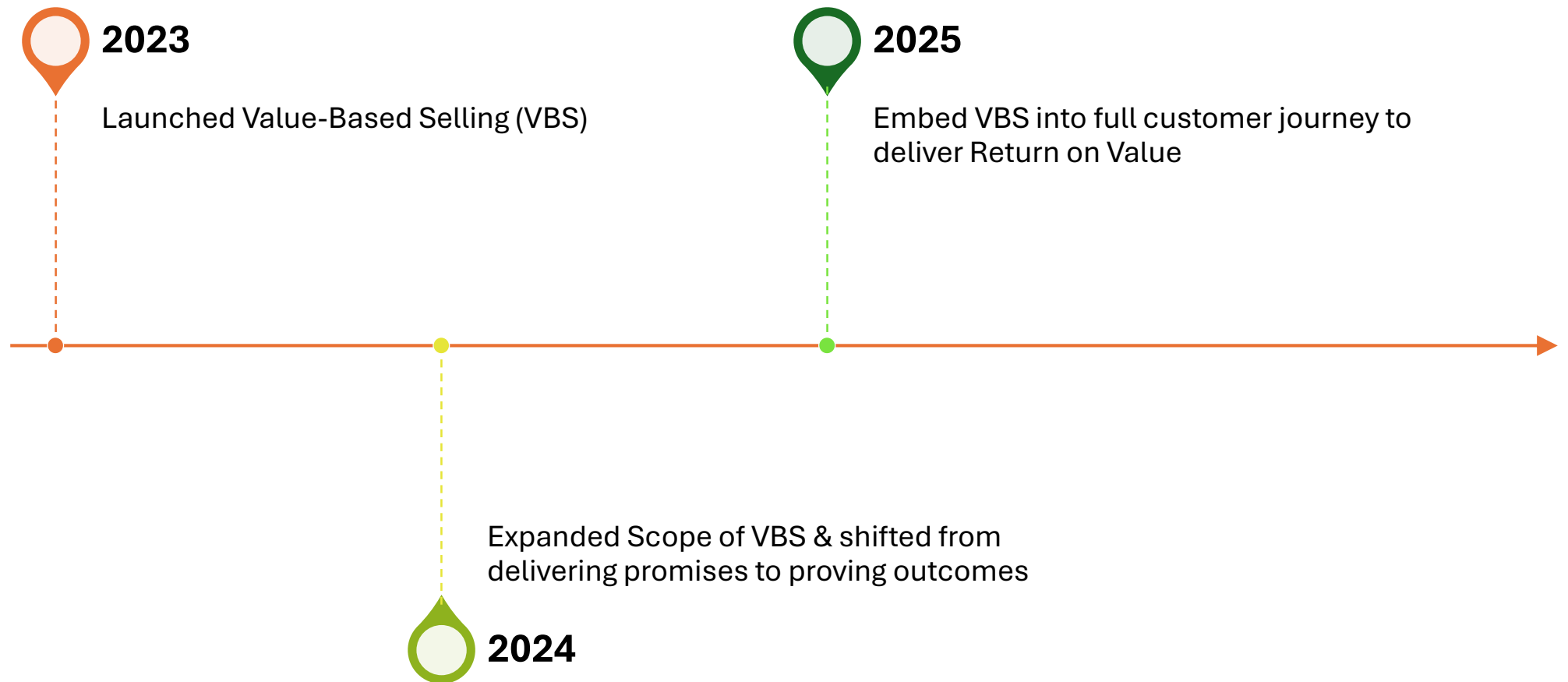
- The Evolution of Selling Strategy at RX Global



Initial Foundation

- Do not rush = Get the **next meeting** to deepen
- **Multi-threaded** decision makers and influencers
- From *PUSH* product features to *PULL* customer's **needs**
- Set prices based on quantified customer **value** vs. discounting early-birds
 - Location (**TIMING**) + Needs (**VALUE**)

VBS Context: Then & Now



What is working?

Effort...

- ✓ Contact customer more often 40%
- ✓ Number of customers contacts 15%
- ✓ Products sold per customer 5%

Outcome...

- ✓ Digital sales 10%
- ✓ Average \$ per customer 30%
- ✓ Margin per customer 50%

Future...

- ✓ NPS 20+



Return on Value Ecosystem



Key Learnings

Structured discovery enhanced value alignment

Customer segmentation is critical

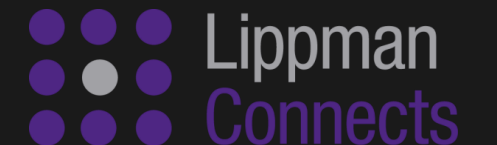
Standardized tools and processes drive consistency

Long term outcomes: Customer Value to Customer Lifetime value(Evolving partnership)

ROI are table stakes: expectation is more broadly focused on overall business impact for customers

The Journey Ahead: Going for a new baseline

- **New is fuel to keep the engine going**
- **Technology as a driver for sales enablement**
- **ROV requires value alignment with cross functional stakeholders**
- **Sales readiness beyond adoption to driving continuous improvement**
- **Talent management and new rules of the game**



In Progress

Effort

Contacts per Customer > 32%

Contact customer more often > 57%

Products Sold Per Customer > 17%

Outcome

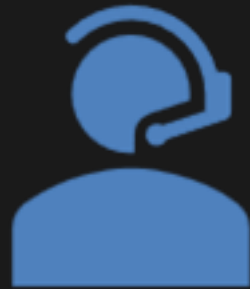
Average \$ Per Customer > 15%

Digital Sales > 5%

Key Considerations



Tailoring the Value
Conversation



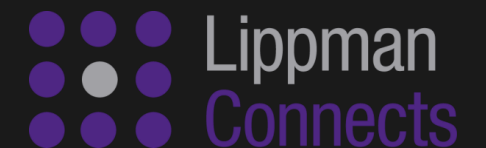
Implementation Team:
The role of customer
experience



The Use of AI: Scaling
ROI



Thinking Beyond Booth
Space: Strategic
Evolution



Scaling Value for the Next Phase



Deeper Segmentation:
Right message for the
right customer



AI-Driven Insights:
Predictive buying
behaviors



Self-Service Platforms:
Transactional to
experiential sales



Closing Thoughts

Value is no longer a promise,
it's a deliverable

We've moved from messaging to
measurable outcomes

RoV is how we lead growth and loyalty

