

## Most Companies Pull Their Business Value Behind Them and Push Themselves into Commodity

By Kerry Sciandra/The CxO Group, LLC

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*Most businesses communicate their value based on what their competitors are doing, how much they think their customers will pay and how their company's management team sees themselves*

Dallas, Texas – Many companies today hide their business value inside their poor marketing and sales approaches and scare away new prospects and repeat customers.

According to Kerry Sciandra, a Value Forward Management Consultant at The CxO Group, LLC <http://www.thecxogroup.com>, “Most businesses communicate their value based on what their competitors are doing, how much they think their customers will pay and how their company’s management team sees themselves.”

“This is wrong”, she advised “When you create sales and marketing strategies based on your competitor’s offerings or on your own needs as an owner, you are just forcing yourself into commodity.” “To help companies increase top line revenues, we have launched a new advisor and training practice to help management teams integrate strategy, marketing and sales methods into one outbound revenue capture program.”

For additional information about the Value Forward business growth method visit <http://www.thecxogroup.com>

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About The CxO Group, LLC: The CxO Group, LLC (<http://www.thecxogroup.com>) is a pioneer management consulting firm affiliated with the Value Forward Network. The Value Forward Network is the recognized thought leader and one of the worlds largest management consulting groups focused on sales, marketing and strategy. Using a Value Forward Sales and Marketing approach we align sales and marketing with business strategy and goals to increase reach, maximize marketing ROI, shorten sales cycles and boost top-line revenues.

The CxO Group works with a variety of verticals, but specializes in manufacturing, energy, technology, and telecom. Headquartered in Dallas, Texas, the firm also publishes The CxO News a national best practices thought leader e-newsletter. Visit <http://www.thecxonews.com> to signup for the free e-newsletter focused on sales, marketing and business strategies to increase revenue.

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