CURRIE'S EVOLUTION OF THE MARKET PLACE



Marketing
View of the
World

Sales Process

Organization Structure

Offering

Phase I Phase II

Phase III

Phase IV

Phase V

Premium
Product
Premium Price
Premium Price
Premium Price

Product Price

Differentiation Differentiation

Functional

Product and Service

Premium Product

Low cost of Ownership

Total Cost of Ownership Differentiation

Matrix

Lease with Maintenance

Premium Process

Low Cost of Process

Total Cost of Process
Differentiation

Process Centered

Rental

Premium Partner

Innovation, Uptime,
Production Goals

Creative Customer
Partnership, Service
Excellence, Technology
Leaders, Power Management

Performance Leaders, Consultative Roles

Data Analytics, Proactive Fleet Management, Customer Process Solutions

Transactional (high risk)

Geographic

Product

Relationship (high commitment)