

# Selling “Value”: Going Beyond Incentives and Mandates

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# What is Value?

More than the sum of individual  
parts

Intrinsic worth

Something people believe in.

**YOU create value**

# Why worry about Value?

Incentives and Mandates  
do not automatically create growing  
markets, satisfied customers and repeat  
business

**Value does.....**

Use it to leverage Incentives and  
Mandates

# How Is Value Created?

Know your competition.  
Know your competition's weaknesses.

Remember competition is a constantly moving target.

Value is more than competitor's weaknesses.

Light-duty gasoline vehicles  
Biodiesel

# How Is Value Created?

Know your Industry's  
strengths and weaknesses

Highlight strengths

Don't offer the weaknesses –  
Balance and reposition them!

# How Is Value Created?

Know your Customer's strengths and weaknesses

- Proven Advanced Transportation Technology
  - Community leadership in using NGVs
    - American Fuel
    - Economic Leadership
    - Green marketing approach
  - Team approach – turn-key solutions

# ADD VALUE

Leverage your Incentives and Mandates

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