

THE **BAIN&CO** ELEMENTS OF VALUETHE BAIN&CO
ELEMENTS OF VALUE
PYRAMID

As products and services increasingly resemble one another, the unique, often personal factors that influence both business and retail purchasing decisions gain significance. By comprehensively grasping the blend of logical and emotional elements driving these decisions and customizing value propositions to match, companies can sidestep the pitfall of becoming just another commodity in the market.

REFER TO THESE LINKS

[HBR.org **B2B** explainer](#)

[Bain&Co. **B2B** interactive pyramid](#)

[HBR.org **B2C** explainer](#)

[Bain&Co. **B2C** interactive pyramid](#)

WHAT DRIVES MOTIVATION

According to a study by The University of Sydney Business School and Hotwire Australia, tech brands often fall into an ineffective strategy of communicating product benefits ahead connecting with buyers on an emotional and human level.

When speaking on Bain&Co's B2B Elements of Value Pyramid, HBR suggests that while buyers and sellers in B2B companies still spend most of their energy on Functional Elements (Level 2) - elements in Level 3 regarding 'Ease

of doing business' is where subjective elements begin to step in as strong motivators for buying decisions.

"Subjective considerations such as whether a product can reduce anxiety, play a large role in purchases."

THE B2B ELEMENTS OF VALUE, HBR

These encompass elements that bolster connections between entities, like a strong cultural alignment and the seller's dedication to the client's organization.



THE ELEMENTS OF VALUE FOR CUSTOMER 1

THE BAIN&CO
ELEMENTS OF VALUE
PYRAMID

REFER TO THESE LINKS

[HBR.org B2B explainer](#)

[Bain&Co. B2B interactive pyramid](#)

[HBR.org B2C explainer](#)

[Bain&Co. B2C interactive pyramid](#)



Key
Motivator
01

Key
Motivator
02

Key
Motivator
03

Key
Motivator
04

Key
Motivator
05

CUSTOMER INSIGHTS - QUESTIONS	Put yourself in your audience shoes, and explore their thoughts has during the buying process for a service/product similar to yours.	CUSTOMER 1	CUSTOMER 2
	How do I find a brand that____ <complete the rest of the question>		
	How many times have I ended up with____ <complete the rest of the question>		
	Why didn't that service/product ____		
	Why didn't those people ask me about ____		
	Why do these brands always ____		
	Isn't it great how ____		

BRAND STORY

Consider your brand as the reputation you hold with your clients and the impression or message you convey through various channels like social media, your website, or personal connections. Your brand story plays a crucial role in shaping this perception.

A compelling brand story highlights what makes you unique, including the reasons behind starting your business, the distinctive processes you employ, and the values you share with your ideal customer. This narrative is fundamental in differentiating your brand and connecting deeply with your audience.

When running a business, particularly a small one, infusing your personal journey into your brand story is vital.

Share the narrative of your beginning—perhaps how you left your job, faced uncertainties, and then committed to your craft, eventually witnessing gradual progress.

Include lessons learned and mistakes encountered along the way.

Incorporating these personal elements makes your brand more relatable and authentic to your audience.

01 Be Relatable

02 Be Inspirational

03 Be Helpful

BRAND STORY

I'd like you to map out the journey which led you to start your business. As we explore the essence of your brand we reveal part of the **brand's emotive story**, and what you had to overcome/discover along that journey that lead you here.

01 Map our the story that led to you starting this business, and its initial motivations for you personally.

02 What are the most amazing or hard won insights you developed on your journey that lead to you formulating your product or service. Speak from the truth of your own perspective - don't worry about 'qualitative' truth at this stage.

03 How did you uncover these insights and/or overcome the struggles on this journey?