Cubs Privé

WELCOME

Mark Cubbon, Founder,
Cubs Privé

“How to create a customer value proposition with AI”

MARK DAVIES AND RICH BROOKS

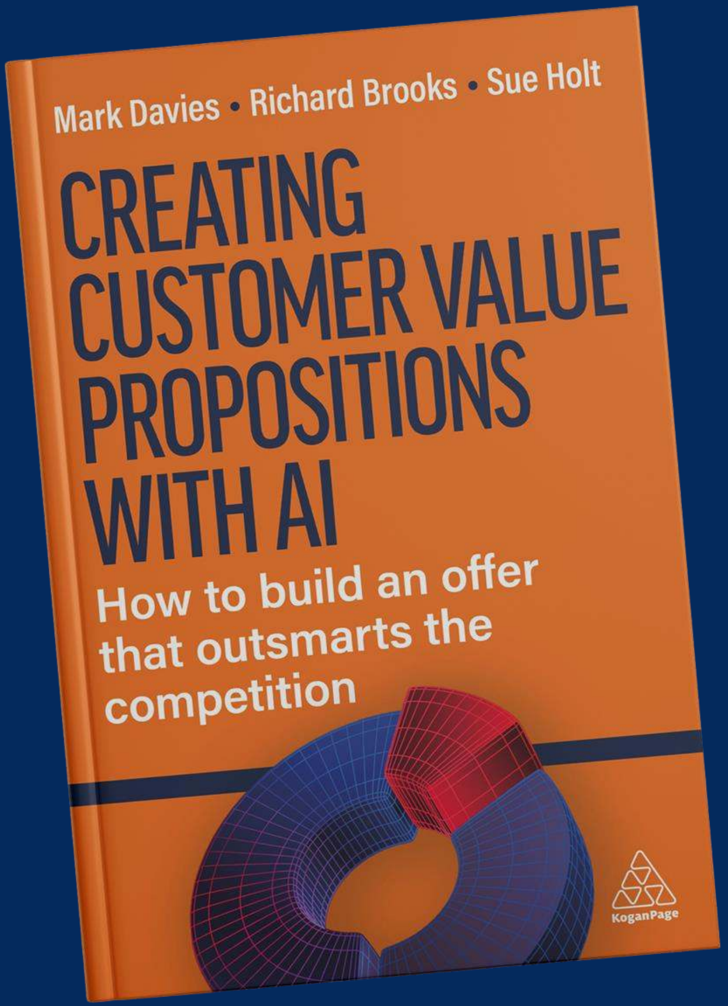
value matters

CUBS PRIVÉ · DISCUSSION & INSIGHT

Creating Customer Value Propositions with AI

How to build an offer that outsmarts the competition.

IET, Savoy Place, London · 17 September 2026



YOUR PRESENTERS

Hello

Mark Davies

Director, Value Matters
Chairman, AKAM

Visiting Fellow at Cranfield and Aston Business Schools. Thirty years across engineering, operations and commercial strategy, advising blue-chip firms including MSD Animal Health and Zoetis. MBA, MSc, Chartered Engineer and Fellow of the CIM.

Richard Brooks

Director, Value Matters
Cranfield University

Consultant, builder, serial entrepreneur and teacher; working to improve sales, marketing and key account management processes. Design, builds and delivers bespoke AI solutions to deliver tangible value for your customers. Visiting Fellow at Cranfield.

Dr Sue Holt

Value Matters
Cranfield University

Dr Sue Holt, Visiting Fellow at Cranfield, directed its Key Account Management Best Practice Programme for over fifteen years. Co-author of Implementing Key Account Management and Creating Customer Value Propositions with AI (Kogan Page).

Cranfield School of Management · Aston Business School · The Association for Key Account Management · Kogan Page

First.. a short story (from a storyteller)

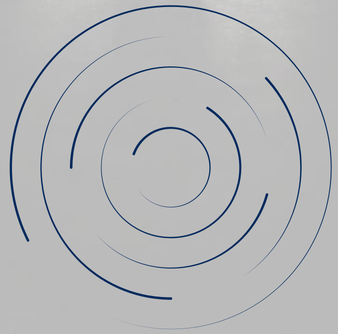
value matters

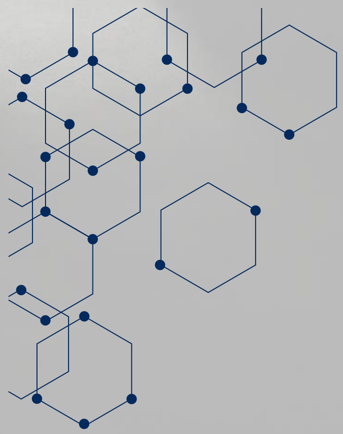
Don’t get left behind

AI

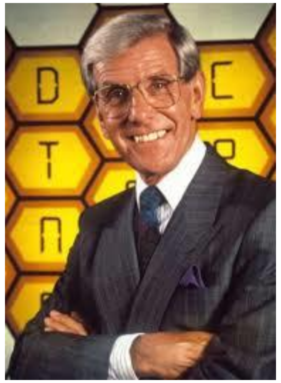
Value-Focus
(reinventing your offer)

Rethinking
Selling





I'll have a P please Bob



VM
value matters

- hello..
- We are here but Where are you?
- The book (Eco-System)
- AI Practical Application
- Offer Development Innovation
- VM.ai
- Q's

Broad Experience

VM value matters

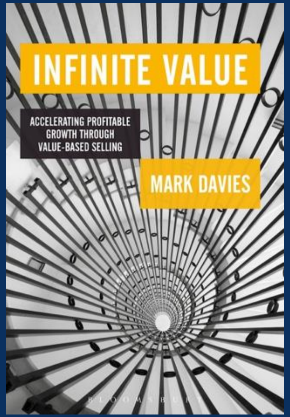
TESCO Every little helps
MARKS & SPENCER
Honeywell
SIEMENS
zoetis
Pfizer
TREND
Royal Mail
GE Oil & Gas
Foreign & Commonwealth Office
Abbott
KIER
NOVARTIS
PARCELFORCE WORLDWIDE
AKAM The Association for Key Account Management
VIATRIS
Crown Commercial Service
Cranfield School of Management
GEODIS
Grant Thornton
salesforce
bp
WD-40
MOTT MACDONALD
NAO National Audit Office
ALLIED MILLS
AstraZeneca
Rolls-Royce
Edwin James Group
ORACLE
LIVEO RESEARCH

value matters

THE EVIDENCE

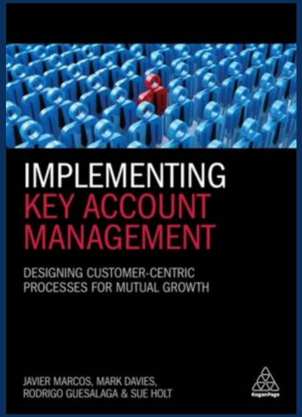
Built on published research

The method comes from four books with Bloomsbury and Kogan Page (and hundreds of online articles).



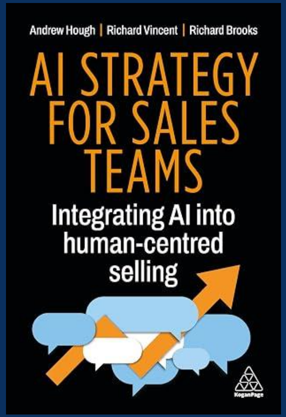
Infinite Value

Davies ·
Bloomsbury · 2016



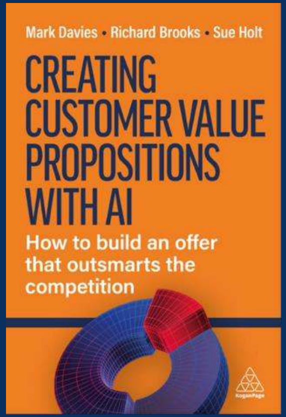
Implementing KAM

Davies, Holt, Guesalaga & Marcos ·
Kogan Page · 2018



AI Strategy for Sales Teams

Brooks, Hough & Vincent ·
Kogan Page · 2026



Creating CVPs with AI

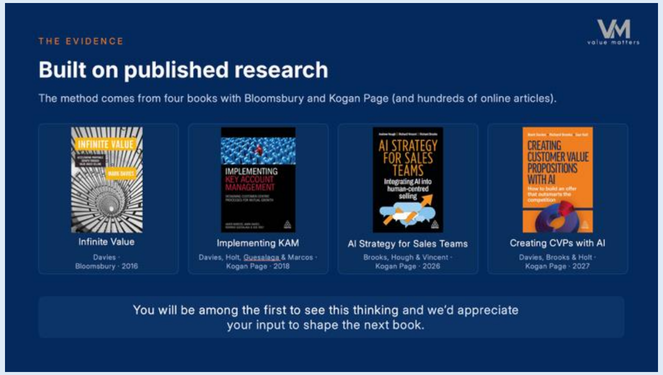
Davies, Brooks & Holt ·
Kogan Page · 2027

You will be among the first to see this thinking and we'd appreciate
your input to shape the next book.

If you build your AI models on experience and proven concepts, it is **incredible**.

If you let AI create and build in isolation, it is **incredibly dangerous**.

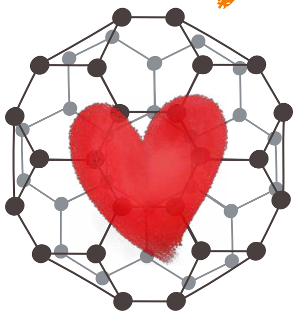
We are building on 30 years of commercial focus and experience.



The purpose of a business

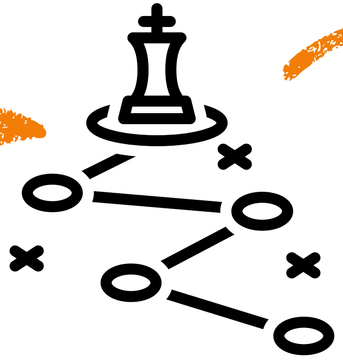
Business starts here

- Identify a customer
- Understand what they value



Create a customer value proposition

(Ensure your product/service offering is different to the competition)



Build your strategy & business model around the customer value proposition

Communicate the value you provide via your brand

value matters

Why this matters

Customers don't buy features or a price. They buy what your product does for their business. So why do most value propositions describe the first two and not the value-in-use?

Most have never been costed. Nobody has worked out what they are worth to the customer, in the customer's numbers and language.

You must be the messenger of value. If you don't bring the number to the table, procurement will, and they will want to talk about price.

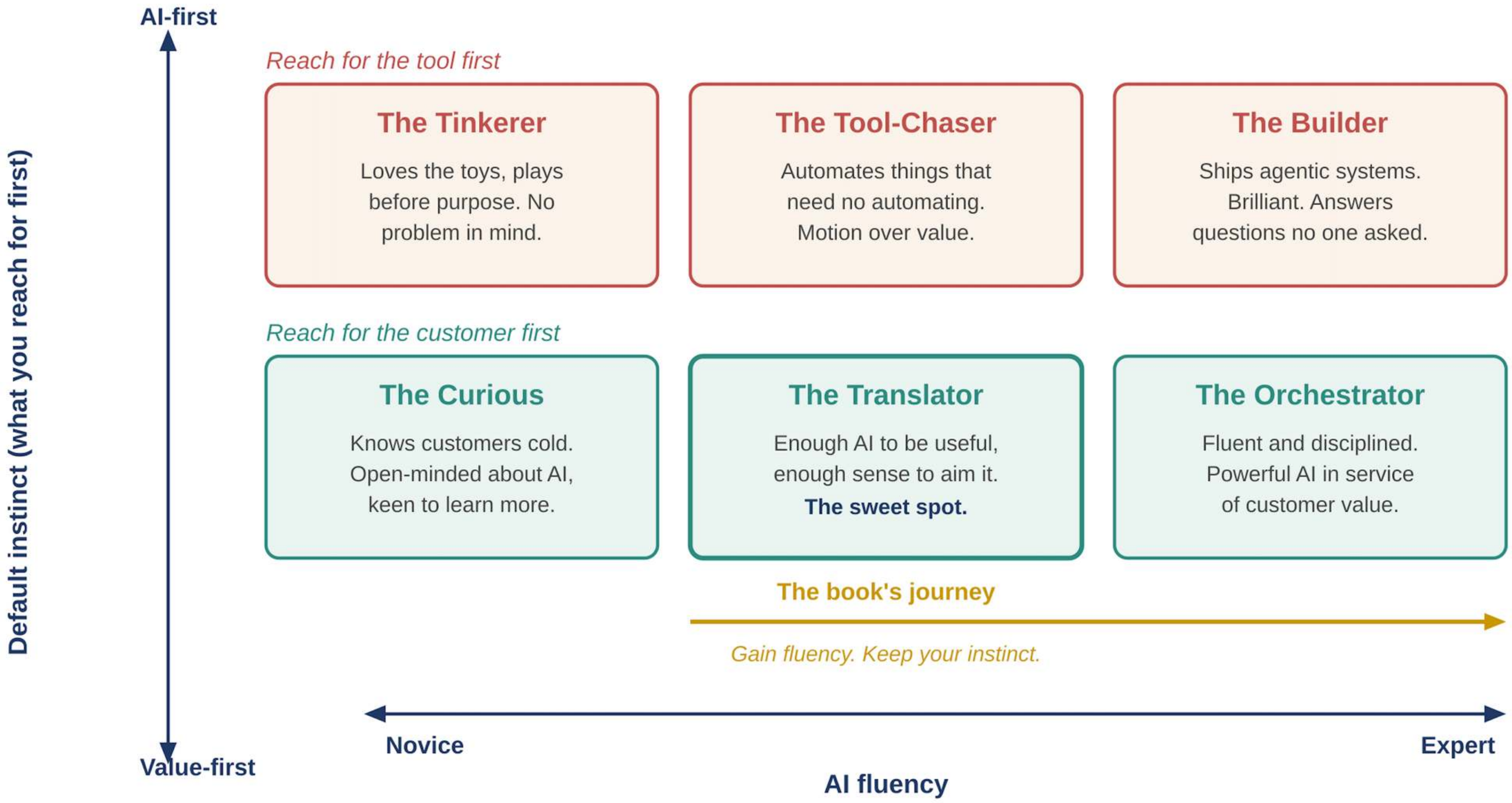
1%

Procurement directors say only 1 in 100 suppliers can financially prove the value they claim.

McDonald and Oliver, 2019. Research with the European Institute of Purchasing, Geneva.

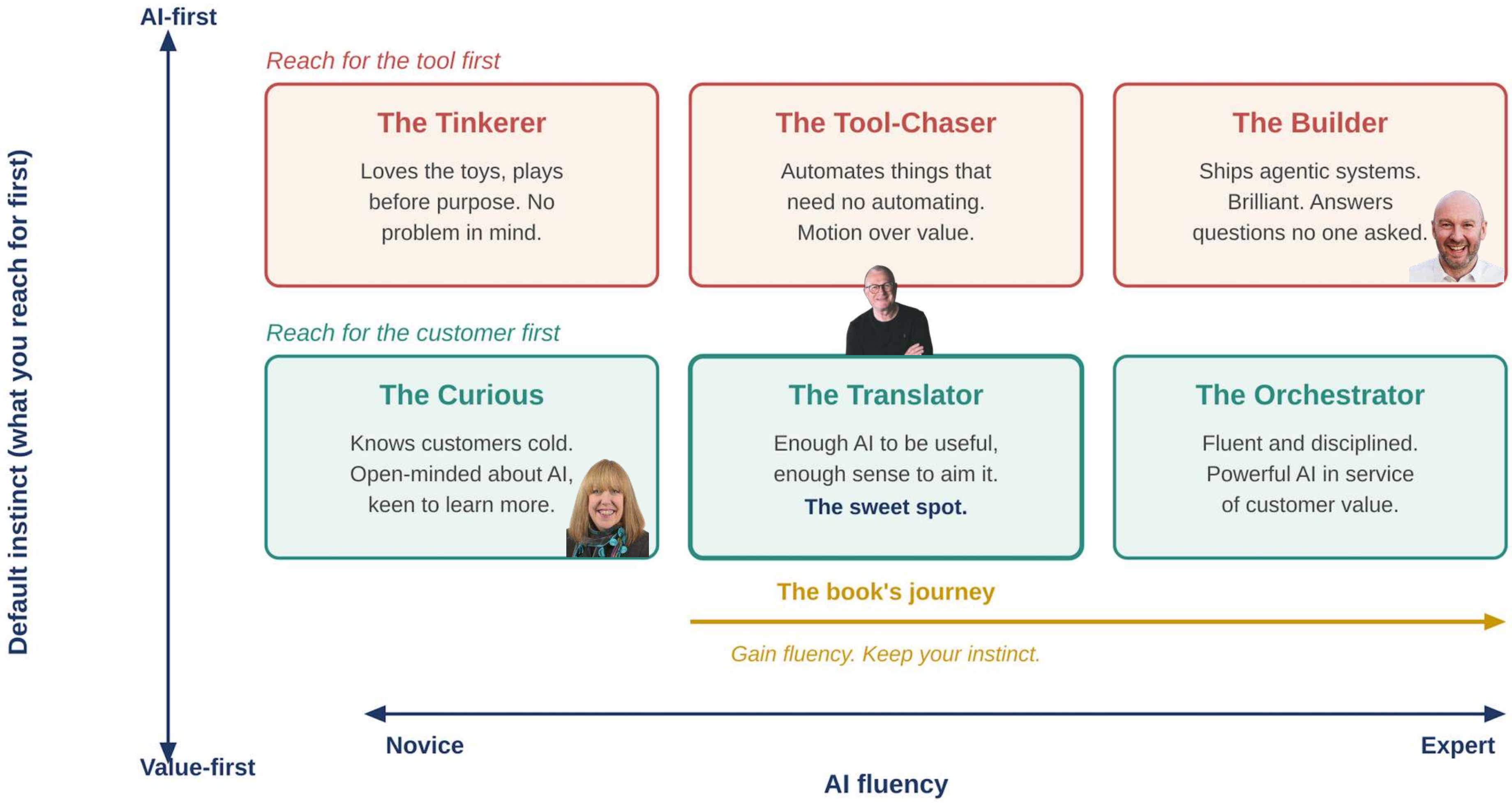
Where do you sit?

Find yourself on the grid, then read on



This book is written for the bottom row, moving you rightward and more fluent without dragging you upward.
But the best suppliers also step up now and then, to spot opportunities beyond the customer’s immediate needs.

Where we sit



This book is written for the bottom row, moving you rightward and more fluent without dragging you upward.
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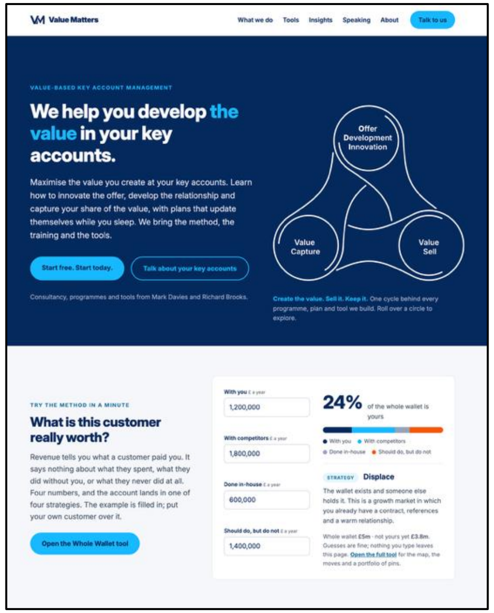
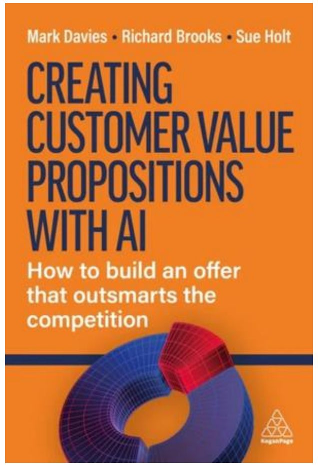
Developing an Eco System



value-matters.net

Value Matters Limited

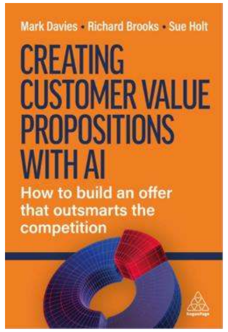


Blogs
Articles
Newsletters

Customer
Management
AI
Tools

Creating Customer Value Propositions With AI

(aka The book)



Part One

Why AI is a major problem for suppliers
(And why it is also the only solution)

Part Two

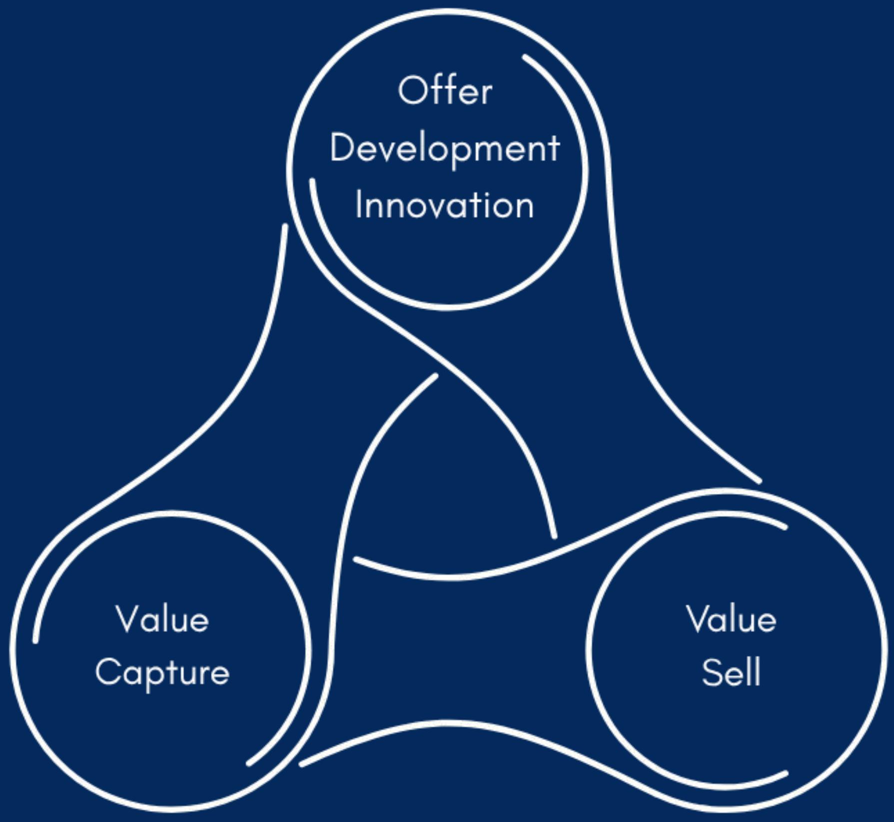
The Offer Development & Innovation Framework

Part Three

Building a business that generates new customer value propositions

THE VALUE MATTERS METHODOLOGY

One idea with three parts



Offer Development and Innovation
Where value is created: understand what your customer wants, then build the proposition they pay more for.

Value Sell
Where value is communicated: the business case, the internal pitch, the customer pitch, and how to pitch to the C-suite.

Value Capture
Where value is proven: captured for you and for your customer, summarised for executives, and reviewed every year.

value matters

From a problem to a promise

The creative heart of the cycle, in four moves. The tool accelerates each one and the judgement in each stays yours.

1

The problem

A single, sharp sentence: from a state that hurts, to a better future, so they can reach what they value.

2

Five sources of value

Search the whole library of value from the bottom line, top line, reputation, strategy, consumer.

3

The offer

Seven elements that deliver. Beyond product and price, where the advantage lives.

4

The CVP Wheel

Draw it if from the nside-out: the customer's future at the centre, value and offer around it.

value matters

Five sources of value

Below them all sits the discount. Value transferred from your margin to theirs, never created.
Everything worth having is further up.

Consumer value	Help your customer understand and win their own customer.
Strategy & organisation	Shape how the business is built. People, skills, capability to grow.
Business reputation	Guard the downside. Safety, quality, environment, the brand itself.
Top line value	Help the customer make more. Grow revenue, reach new markets.
Bottom line value	Help the customer spend less. The natural first rung above a discount.

higher value ↑
Is harder to prove

LIVE DEMO ONE

The CVP Development Tool

Stage one draws the wheel

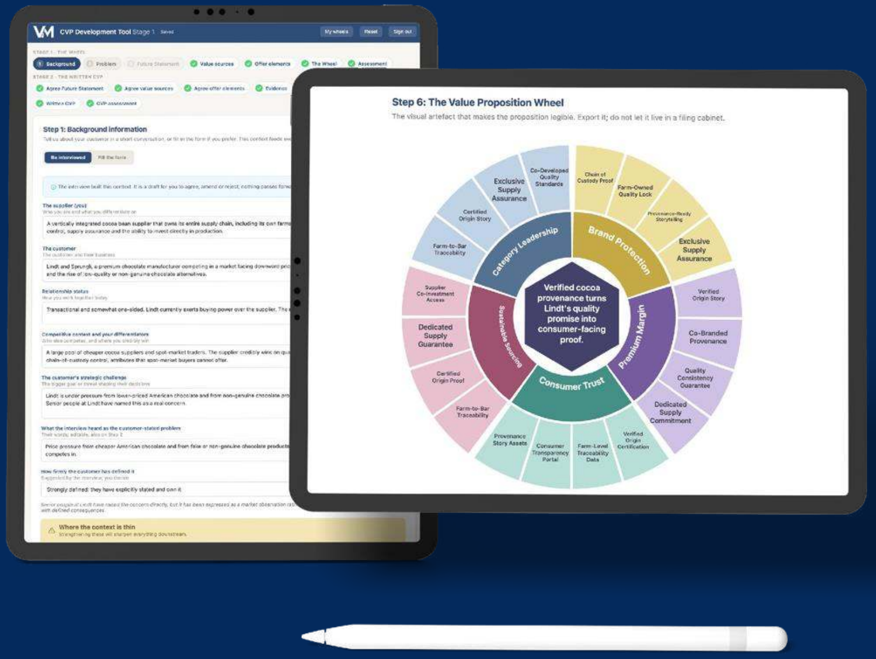
Give it the problem; it searches the whole library of value and offer. Draws the proposition in seconds.

Stage two writes the case

It turns the wheel into a board-ready proposition with numbers, evidence, measures and a score for each.

A month's work in an afternoon

You are in control. The technology does the search; you make the choices.



JUDGEMENT · TRUST · RELATIONSHIP

What the technology can't do

The technology is becoming free and universal. Judgement, trust and relationships are not, and they are what the customer is actually buying.

The machine does

- Reads the customer at speed
- Searches every source of value
- Drafts the wheel and the words
- Pressure-tests the numbers

You do

- Decide the outcomes
- Choose the value
- Make a promise to your customer
- Walk in and give your word

LIVE DEMO TWO

From proposition to account plan

The proposition drives a live KAM plan across eight phases.
This is a boardroom argument, **not a form filed once a year.**

Create

- Customer needs analysis
- Offer ideation
- Customer value proposition

Sell

- Value pitch (internal)
- Value sell (to the decision-making unit)

Capture

- Customer value capture
- Supplier value capture
- Performance review

WHY IT MATTERS

value matters

A value-based business model, not a productivity trick

The centre of gravity of the commercial profession is shifting. Selling is becoming key account management; key account management is becoming **value-based.**

This core skill is building high-impact propositions, rapidly and repeatedly.

Grounded in research

The Cranfield KAM research club and AKAM practice, over two decades.

A method, not a bolt-on

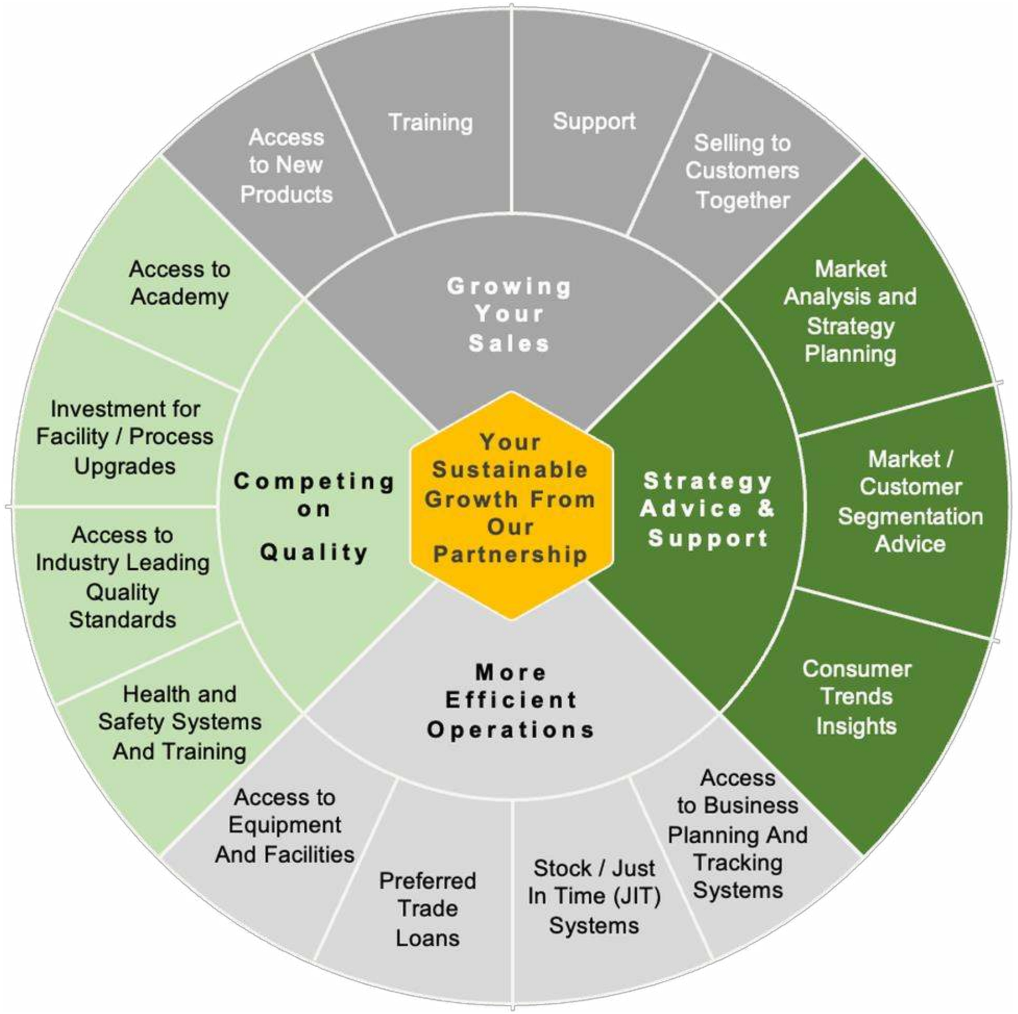
The models rethought first, then accelerated with AI.

Try it yourself

The diagnostic and tools live at value-matters.net.

How to create a customer value proposition

(Easy to say, hard to do!)



The Five Sources of Value

Top Line Value

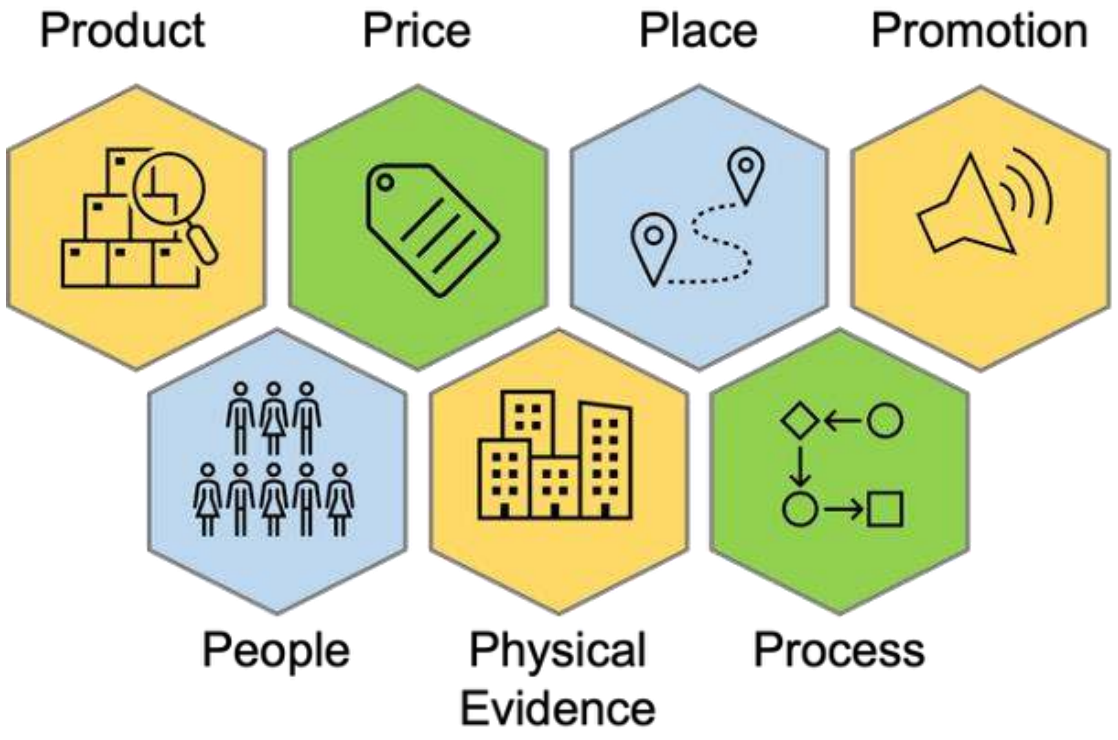
Bottom Line Value

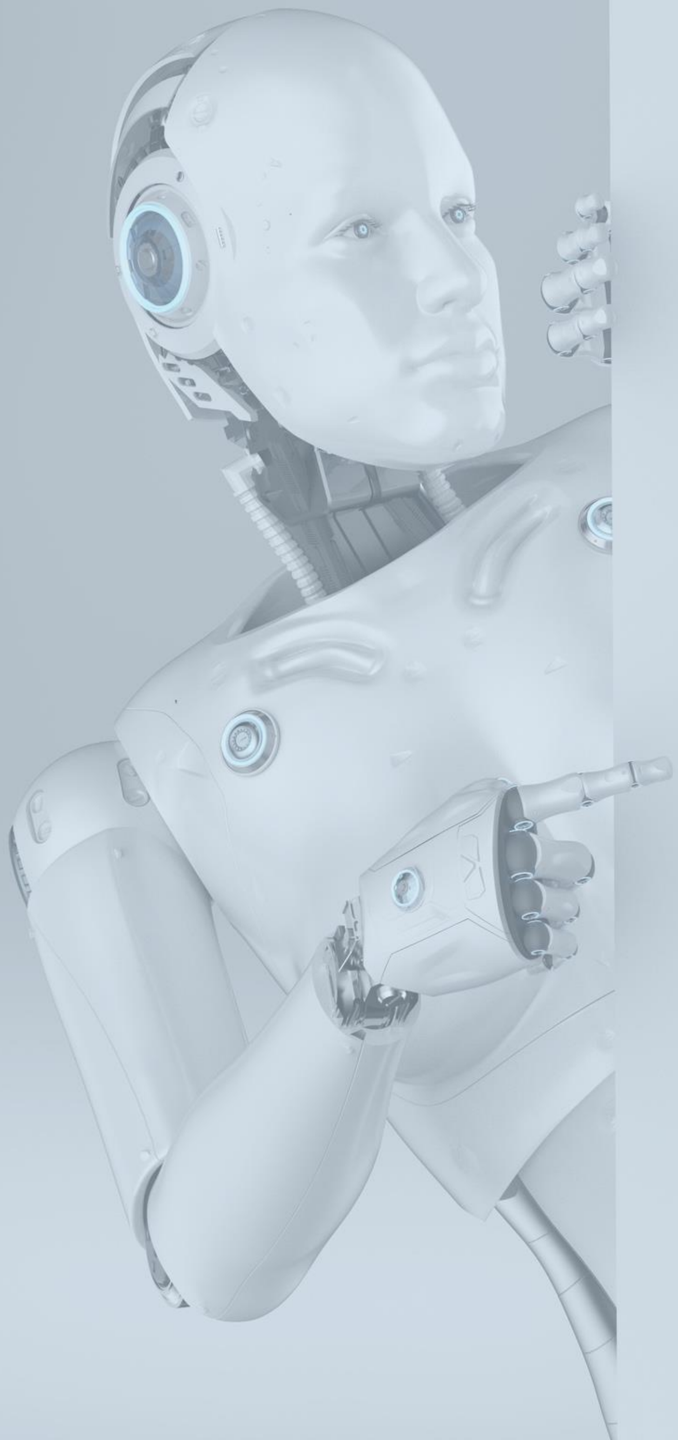
Business Reputation Value

Strategy & Organisational Value

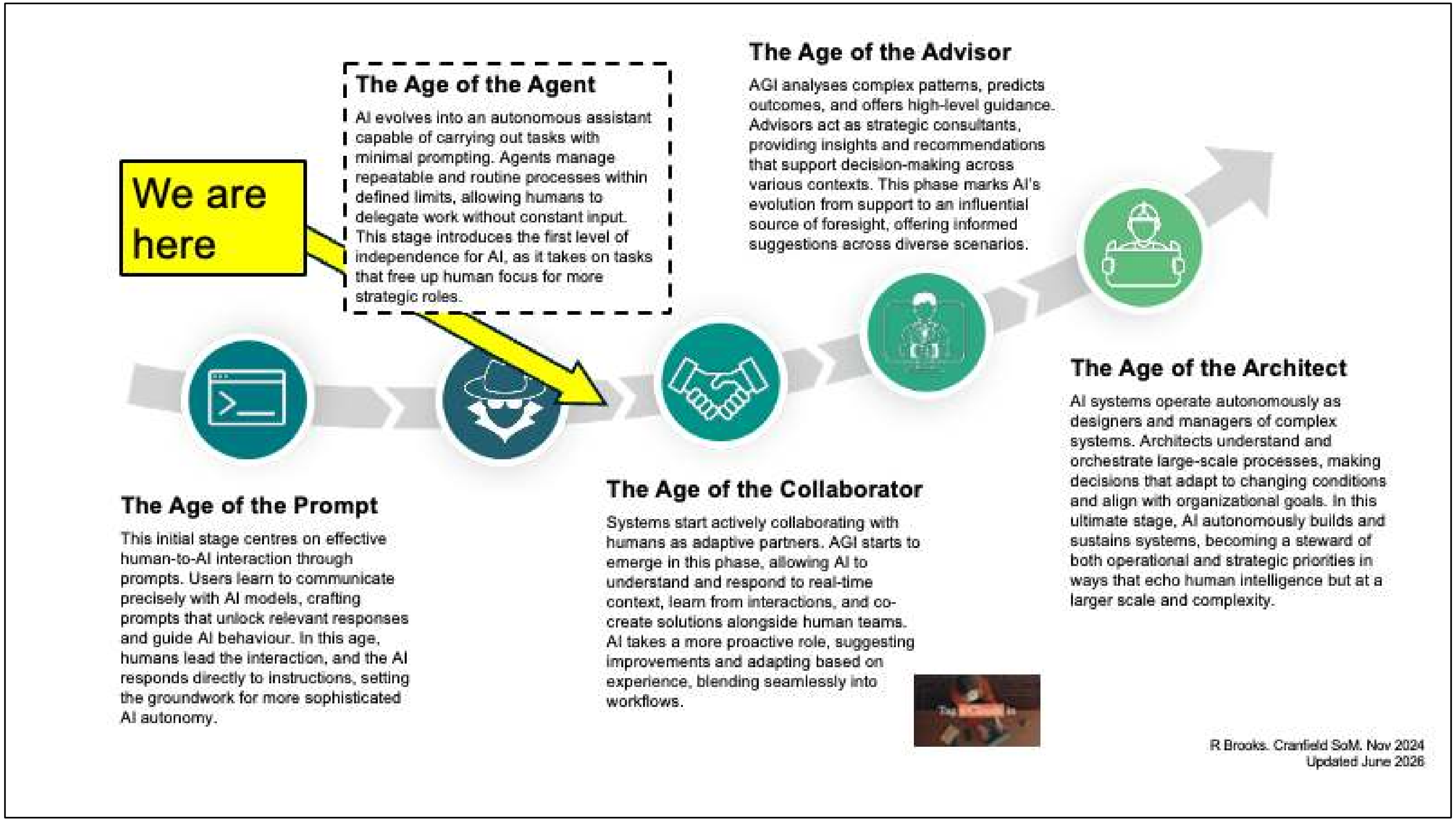
Consumer Value

The 7-P Offer Navigator





Let’s talk about the application of this new technology for our profession.



AI is moving fast. Our approach is to turn each stage into commercial advantage as it arrives.

Most sales teams are still in the Age of the Prompt. Few teams are in the Agent stage, and the Age of the Collaborator is next.

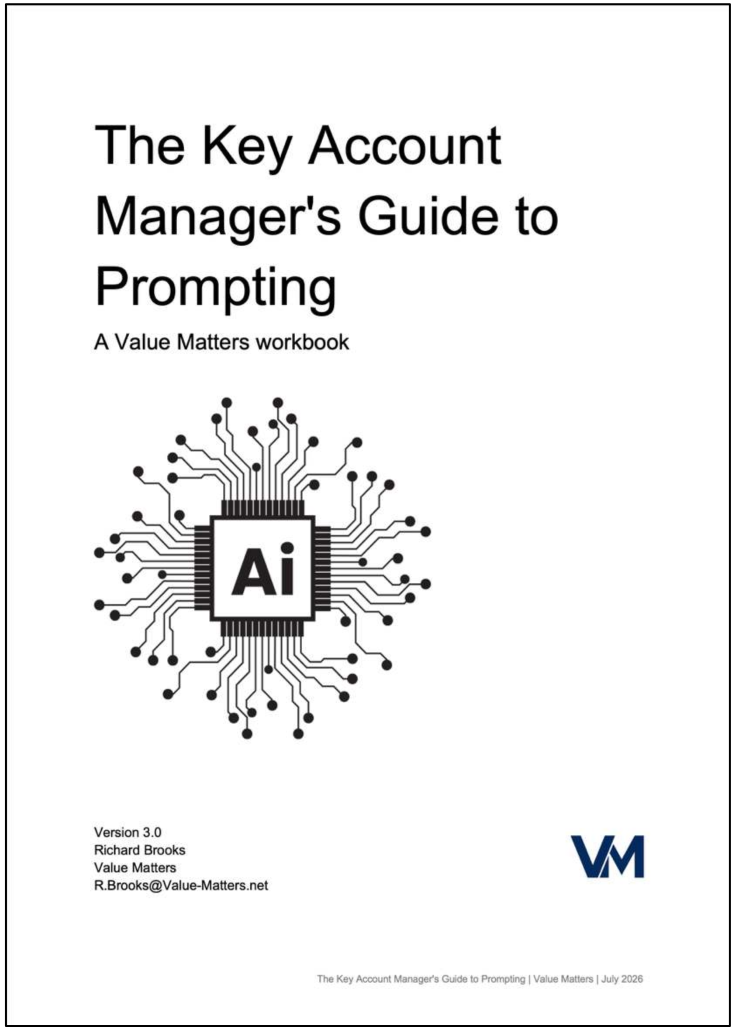
We have built working tools at every stage. The next slides show them…

Prompting

Asking good questions and getting dependable answers back.

The Key Account Manager's Guide to Prompting gives your KAMs a tested prompt library for customer research, meeting preparation and account planning.

It can be created just for you, and your prompts can be developed and saved on your own private database.


The Key Account Manager's Guide to Prompting

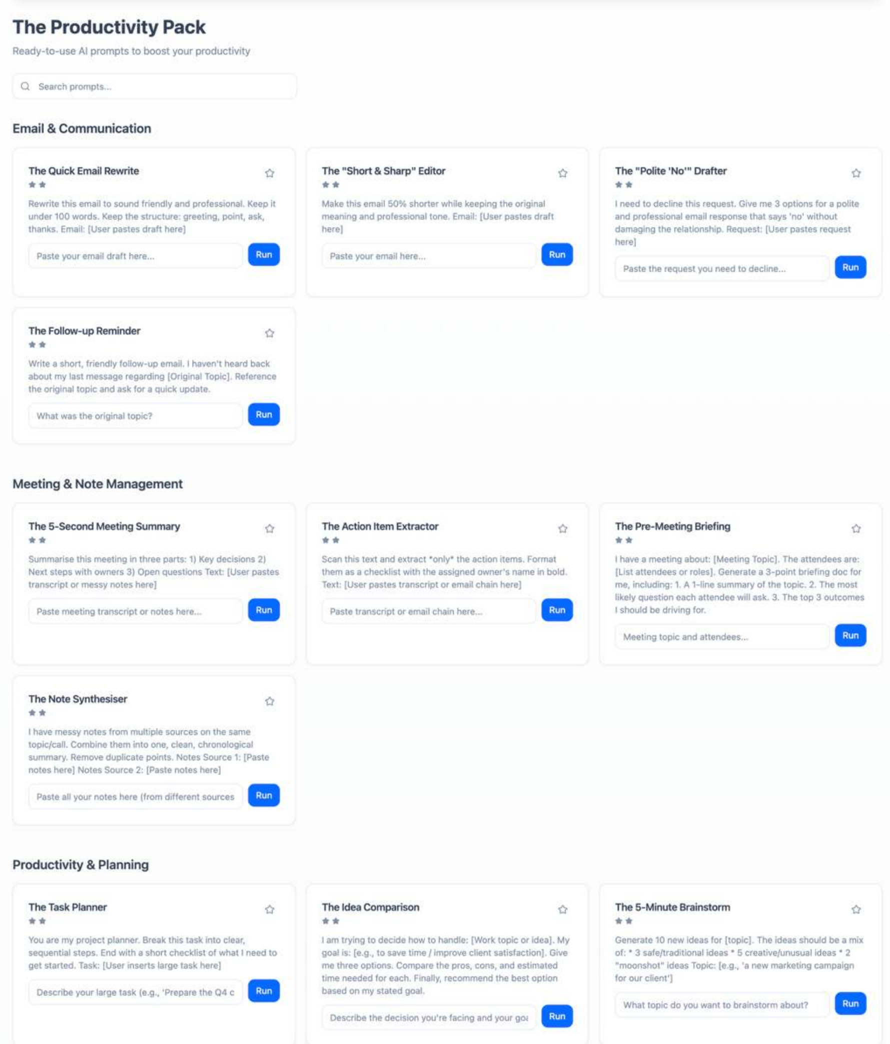
A Value Matters workbook

Ai

Version 3.0
Richard Brooks
Value Matters
R.Brooks@Value-Matters.net

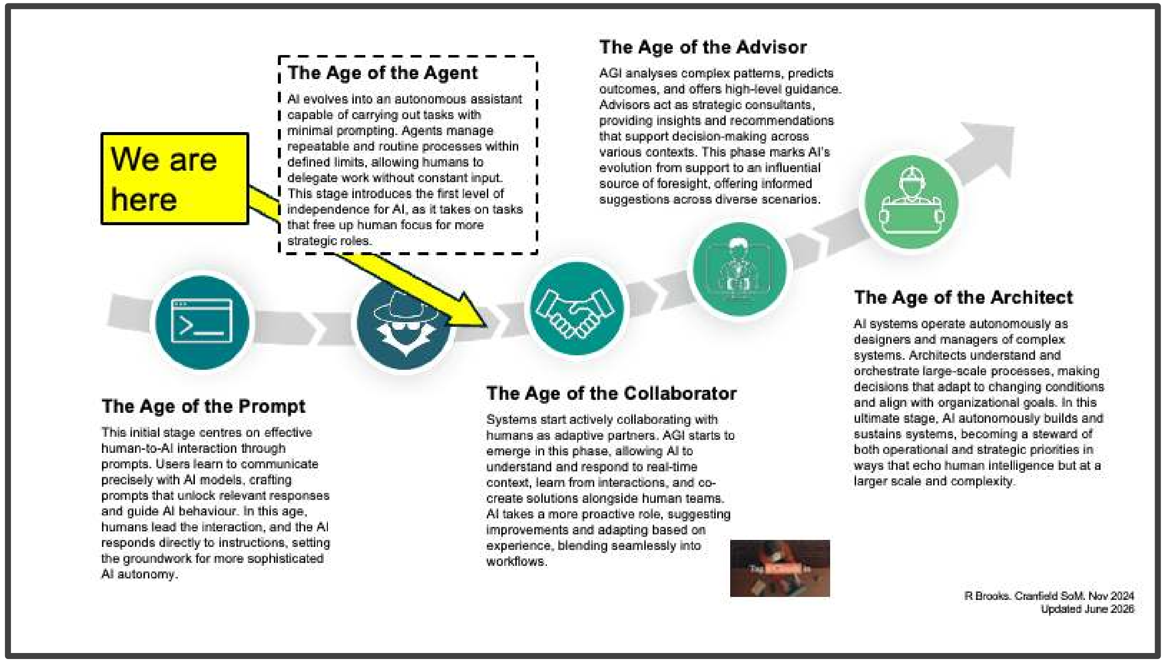
The Key Account Manager's Guide to Prompting | Value Matters | July 2026

The Key Account Manager’s Guide to Prompting



https://kampromptguide.com/dashboard

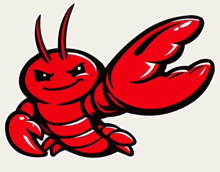
Agents. Focus on the task



Give an agent a job, tools, and a memory, and it reads, decides, acts, checks its own result, moves to the next step and then reports back. Using one is closer to delegation than engineering: write the brief, give it access to what it needs, set the timescales and budget, check the output, improve.

Current players

Open source got there first - OpenClaw and Hermes, powerful but self-hosted. Grok Bot came out mid-August and is xAI's paid, managed version of the same idea. Claude now runs scheduled agent tasks and run on the cloud Q4 2026.



Openclaw

Hermes

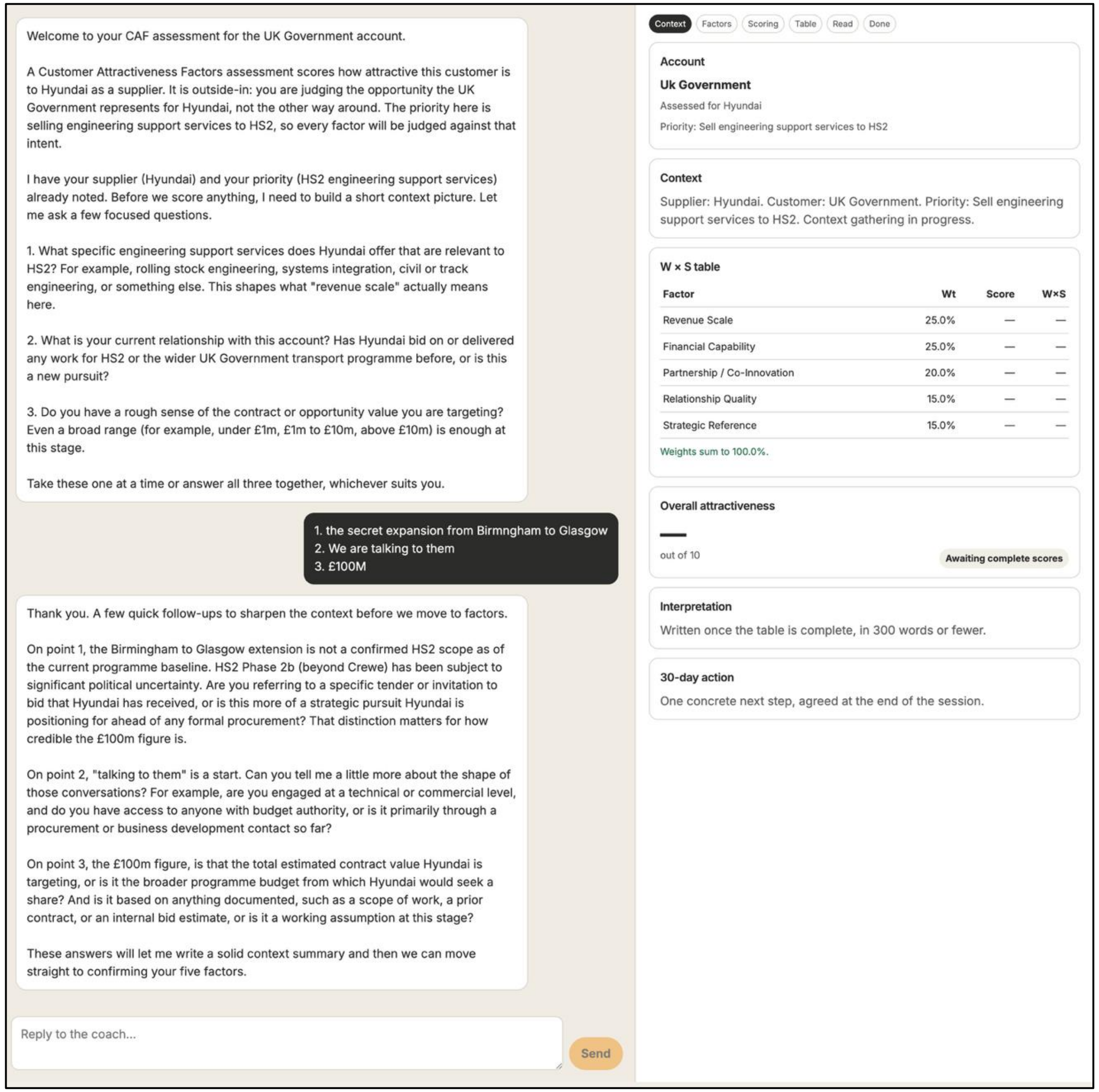
Grok Bot

Claude

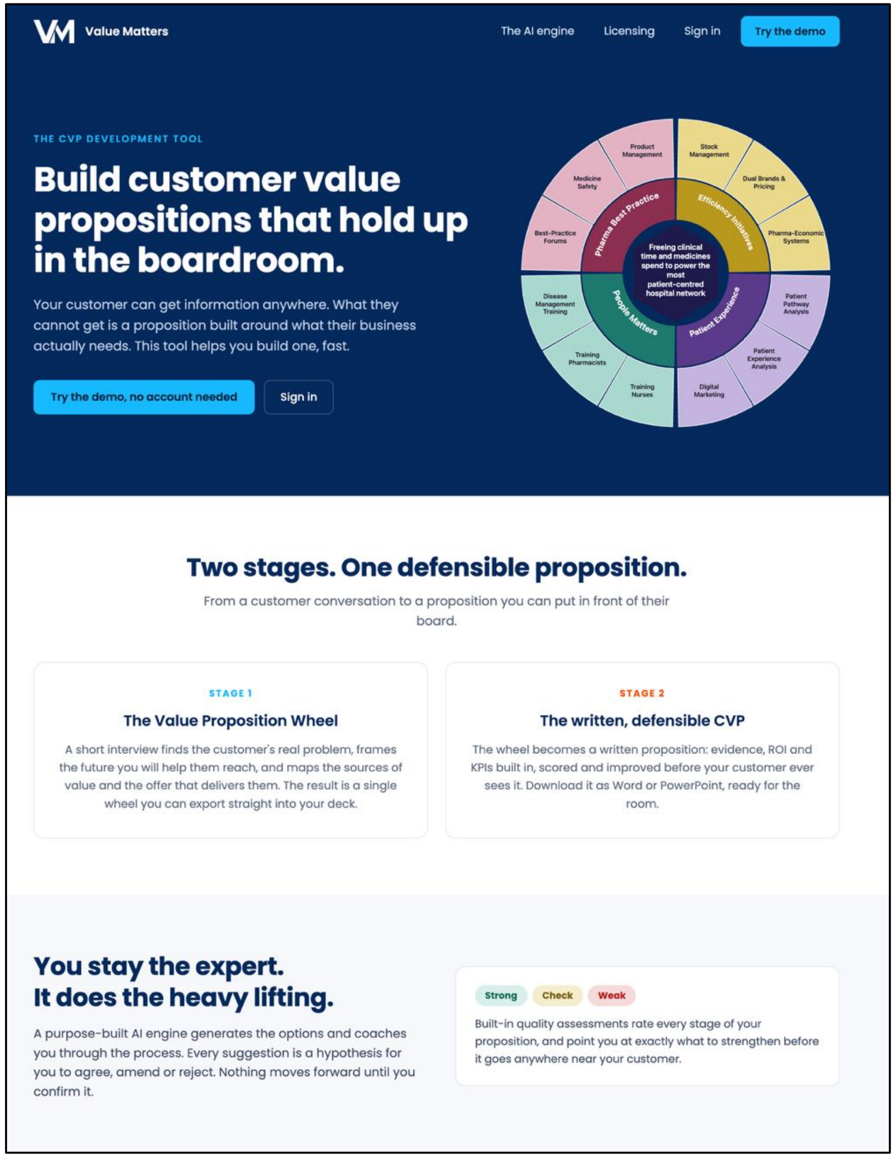
Application

Agents earn their keep on work that is repetitive, scheduled, and mostly reading: watching a market, sweeping sources, checking claims, filing what they find, drafting for a human to review.

They are the wrong tool for judgment calls, relationships, and anything irreversible. Think of them as a very intelligent well motivated intern who doesn't know a lot about your business (yet).



LLM powered KAM Coach used to unearth the Customer Attractiveness Factors on a specific account.



The CVP Development Tool. An interview builds the Value Proposition Wheel, then turns it into a written, evidenced proposition, tested before the customer ever sees it.

Signal Radar

Healthcare buying-intent signals for [redacted] mapped and ranked

Swept 16 Sep 2026; runs Mon, Wed, Fri

94
live signals

33
states in play

16
high priority

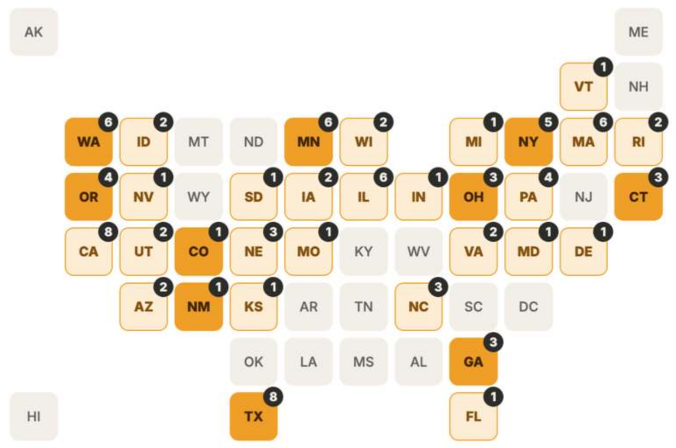
$5B+
expansion capital in tracked accounts

17 runs
Indeed scrape back online after the 14 Sep limit; ~$0.40 this run, 3 Apollo credits

All signals | Contract churn | Procurement | Expansion | Compliance | Hiring | Competitor intel

Where the demand is surfacing

Click a lit state to see its opportunities. Pulsing states carry a high-priority signal.



High-priority signal | Signals detected | Quiet this week

Top opportunities

94 signals

HIRING | HIGH | SEEN ×2 — WA

University of Washington

Interpreter services coordinator role active in the UW system. Coordinator-level hires signal an organization formalizing its language access program. 16 Sep 2026: re-seen on Indeed - UW Medicine advertising Medical Interpreter 2, Spanish, Seattle at $30.91-$44.26 an hour (posted 15 Sep). Eighteen days after the first sighting the requisition is still open, which reads as an unfilled post rather than a filled one. Home market, and the first UW posting seen since the WA HCA spoken-language contract moved to Universal Language Service on 1 Jul.

click for detail + angle

COMPETITOR INTEL | HIGH — WA

Universal Language Service

Posted 5 Sep 2026: Contract Manager, Language Access Services, on-site Bellevue, $90,000 to $110,000 plus bonus, described as 'the senior contract-facing role in our organization' and 'accountable owner of our public-sector contract portfolio'. The posting says ULS contracts carry 'withheld payments, corrective action plans, liquidated damages, and termination' for missed fill rates, answer speeds and reporting deadlines, and the role must 'manage corrective action plans, performance improvement plans, cure notices', track 'eligibility for performance-based contract extensions', and watch 'repeat unfilled languages, interpreter no-shows, and recurring technical failures' before they 'trigger contractual termination provisions'. Also owns the LAP collective bargaining agreement administration and audit readiness.

Every claim links to its source. The data is gathered and processed by AI agents: a **Grok Bot** agent hunts job boards, procurement portals, trade press and regulatory records daily, and **Claude, running in agent mode,** verifies every find, curates the record and refreshes this page on Monday, Wednesday and Friday mornings. Humans review before anything is acted on.

The card changes and shows all the opportunities from that region.

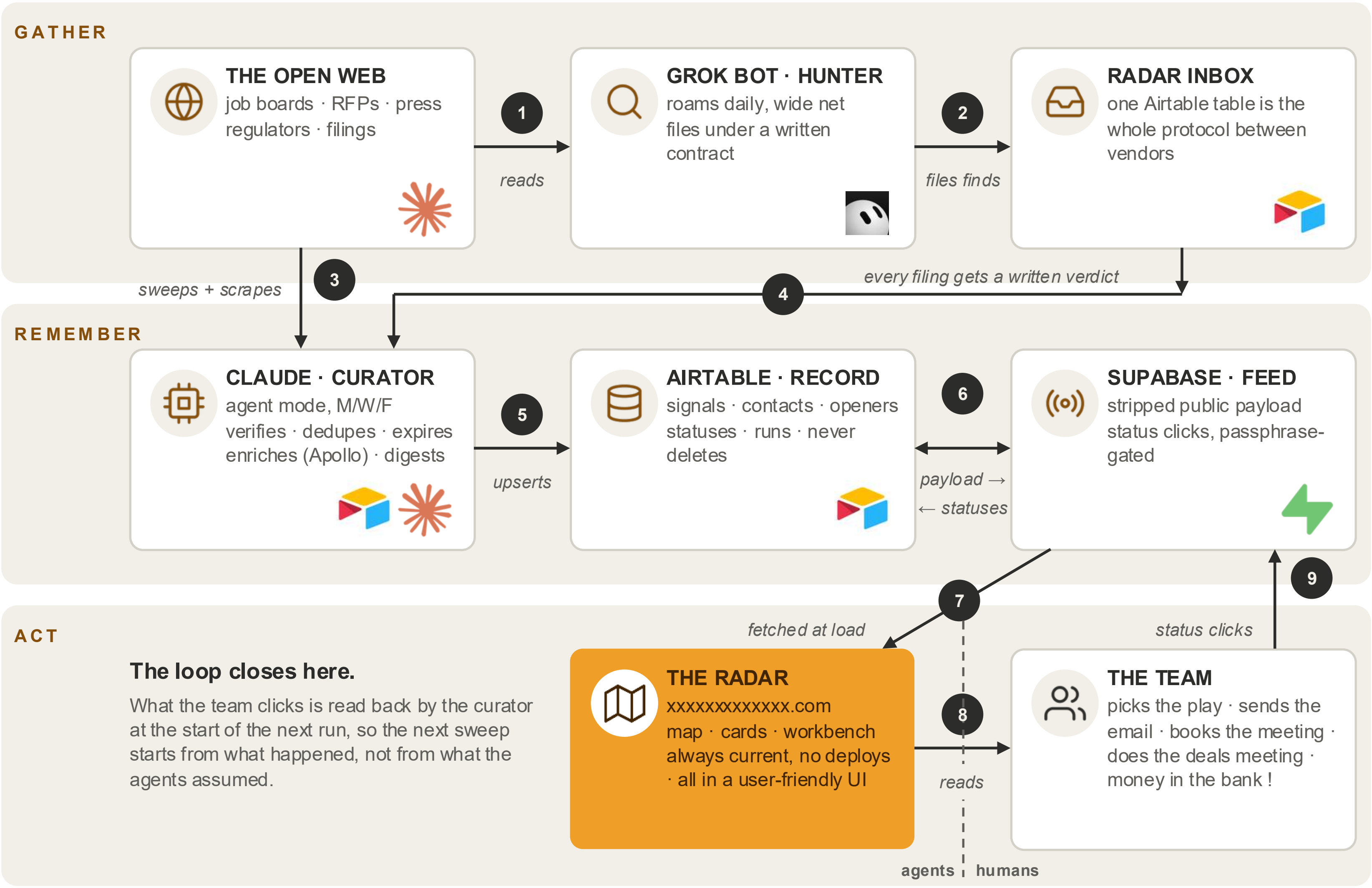
The AI suggests who to talk to, searches for their email address, reads their social media profiles, assess what angle to use, shows the source of the information (in this case an indeed job ad) and gives the user options to mark (contacted, meeting booked or irrelevant).

Built to show opportunities in the healthcare sector.

It updates automatically 8am (London time) Monday, Weds, Fri.

We made it so anything on here can be expanded/changed.

Tech employed



THE THINKING

1 **One writer (many readers)**

The curator alone writes the record. The hunter files, the site reads, the team clicks. That single rule is what lets rival AI vendors cooperate without ever talking.

2 **Recurrence is a signal**

Nothing is deleted. A role re-advertised is an unfilled post and a stronger story, so freshness counts from the last sighting and history stays total.

3 **Strip at the data level**

Names, emails and openers never enter the public payload. The live page is checked for personal data after every run, not just designed to be clean.

4 **Humans press send**

Agents draft, file, remember and nag. A person chooses the play, makes the call and marks the outcome, and that click steers the next sweep.

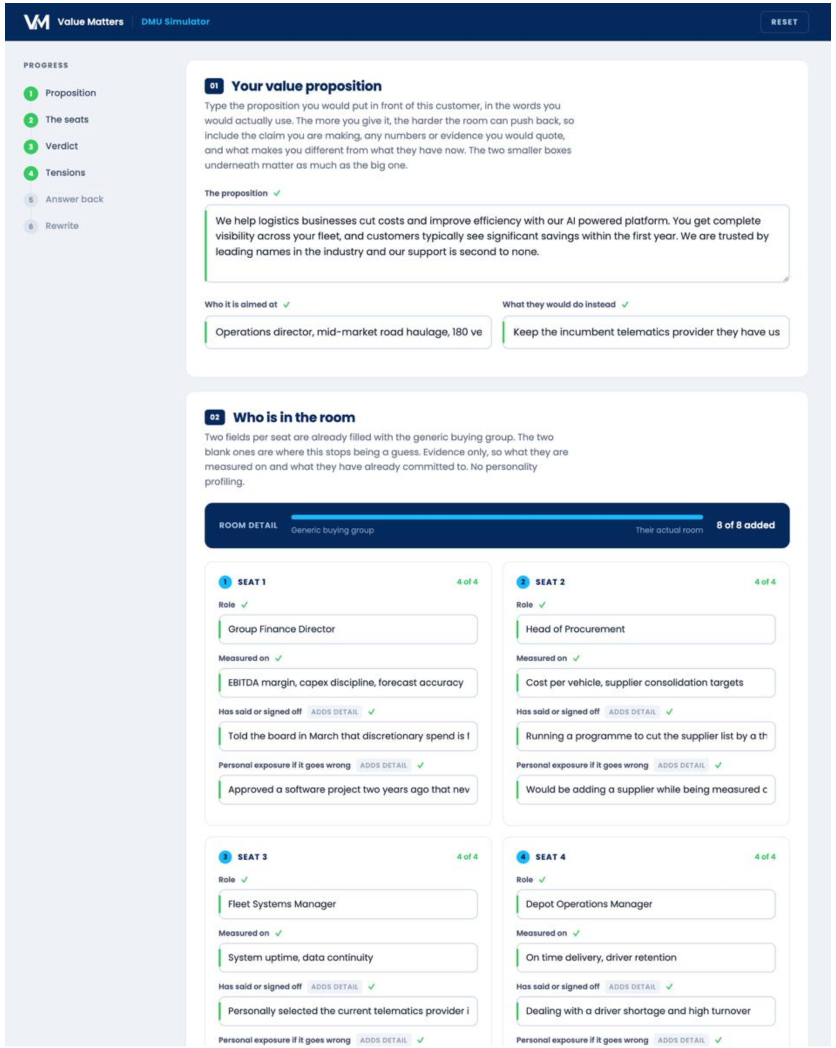
Mon · Wed · Fri 08:00, unattended · about two dollars a sweep · every claim linked

Collaborator

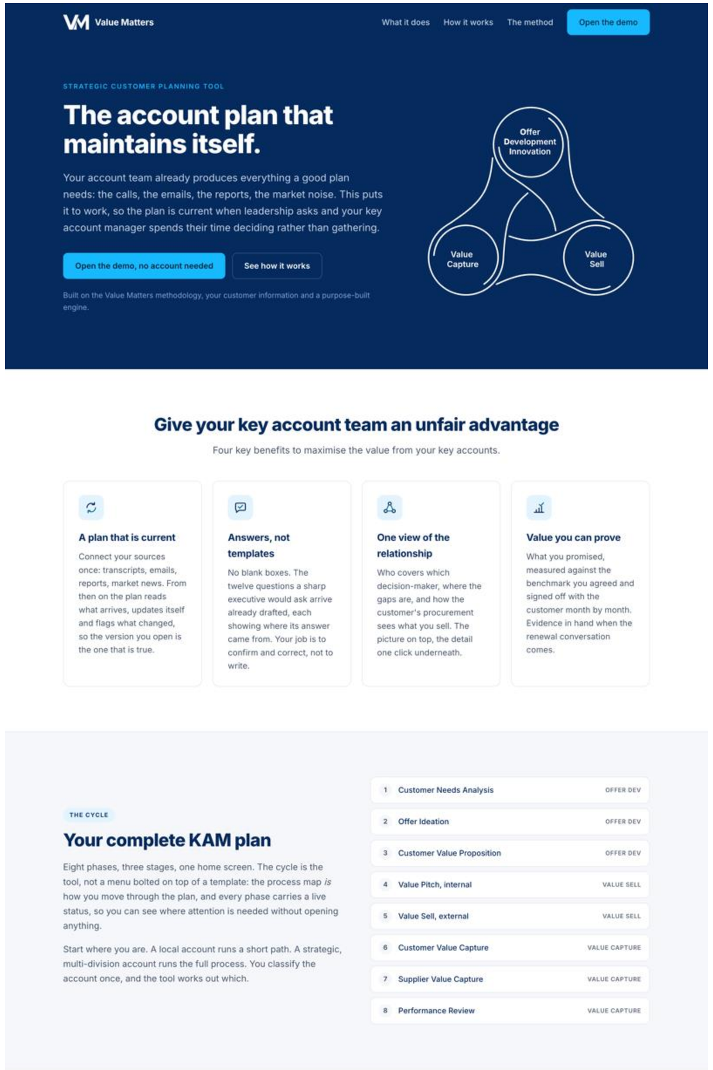
This is where AI stops doing tasks and starts sharing your work. It suits the key account management profession as it's an inch deep and a mile wide.

Aim is to augment the team using the latest technology and data and not replace it.

In development is the virtual knowledge wiki for KAM.



The DMU simulator. Map the decision-making unit for an account and receive constructive feedback before you sit down with the customer.



Electronic version of the Strategic Customer Planning Tool. Brings together lots of the other research and presents a semi-automated dynamic Key Account Plan.

LLM Wiki. Knowledge that compounds

Andrej Karpathy (OpenAI co-founder, ex-Tesla AI) published a short public note, "llm-wiki," describing a three-layer pattern: raw sources you collect, a wiki of markdown pages the LLM writes and maintains entirely, and a schema file that turns the LLM from "a generic chatbot" into "a disciplined wiki maintainer". The result, again his words: "a persistent, compounding artifact... the wiki keeps getting richer with every source you add and every question you ask."

The application of this is a living memory of our market: one page per account and competitor, kept current by an agent, that gets richer the longer we own it.

The LLM Curators the Knowledge

One LLM (I use Claude) owns the writing: it verifies, distils, cross-links and prunes on a schedule. Everything else - other agents, other tools, you - reads. That single rule is what keeps the memory trustworthy as it grows.

Why it compounds

The agent keeps one page per account, competitor and market force. Three times a week it re-reads what it has already written before adding anything new: fresh facts update the relevant pages, contradictions get flagged, and cross-links form where the topics touch.

Knowledge compounds, the wiki's judgment improves with every source it ingests.

Setting it up

Use this prompt >>>

"Read Andrej Karpathy's llm-wiki note [gist.github.com/karpathy] and build me one of these for my market. Create the folder, write the schema, set up the index and log, then interview me for the first five pages. You are the Curator: only you write, and every claim carries a date and a source."

I use this method. When I moved from Claude to GrokBot it took 4 hours to move my database over and setup a team of agents.

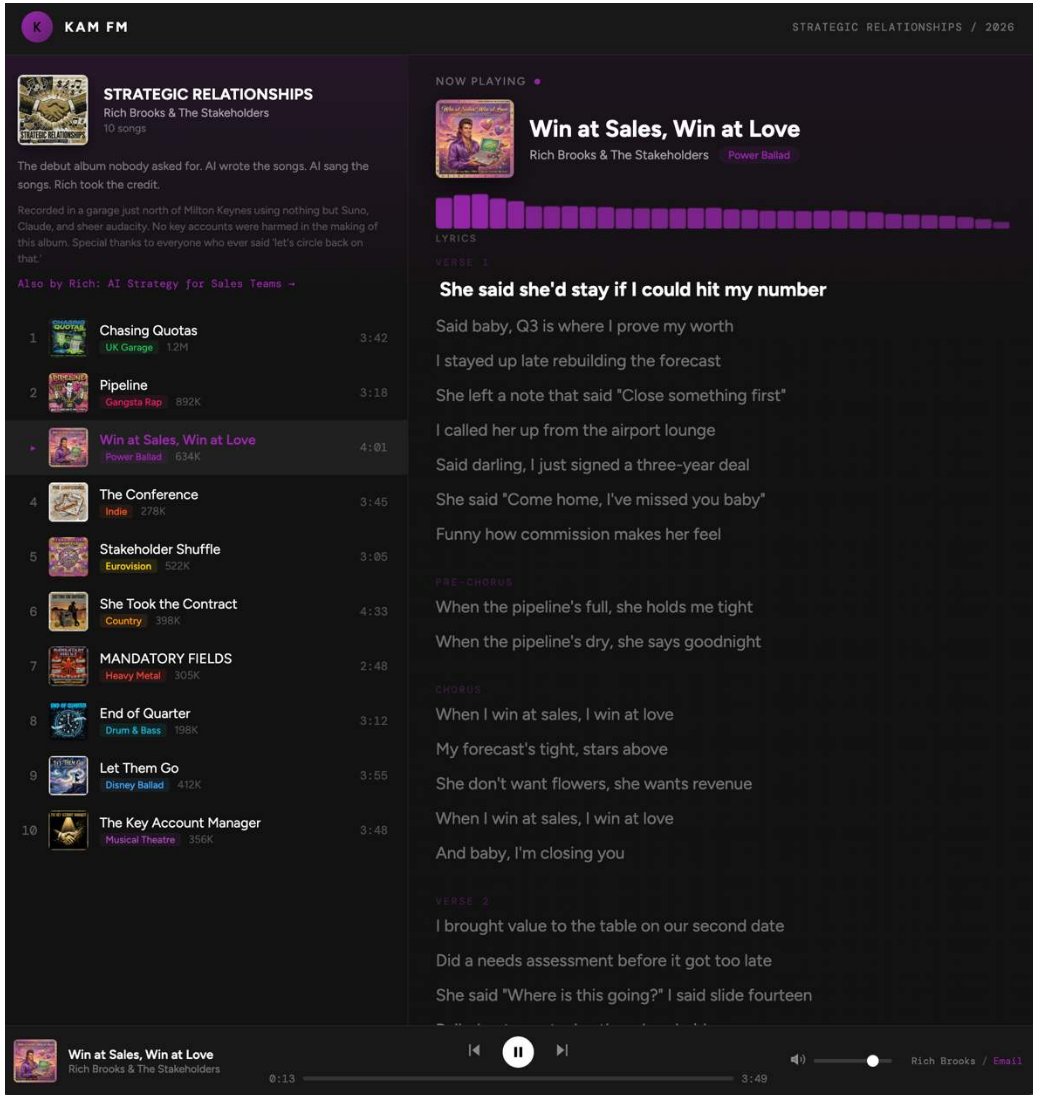
FUN

Adoption is the hard part of any AI program.

People rarely adopt tools they were sent a manual for; they adopt tools they have enjoyed using. Ten minutes of play does more for confidence than an afternoon of training slides.

So… alongside the tools we bring presentations and resources on getting the best from off-the-shelf AI for customer-facing teams, kept current as the technology moves. The play is the point: it builds the habit the serious work depends on.

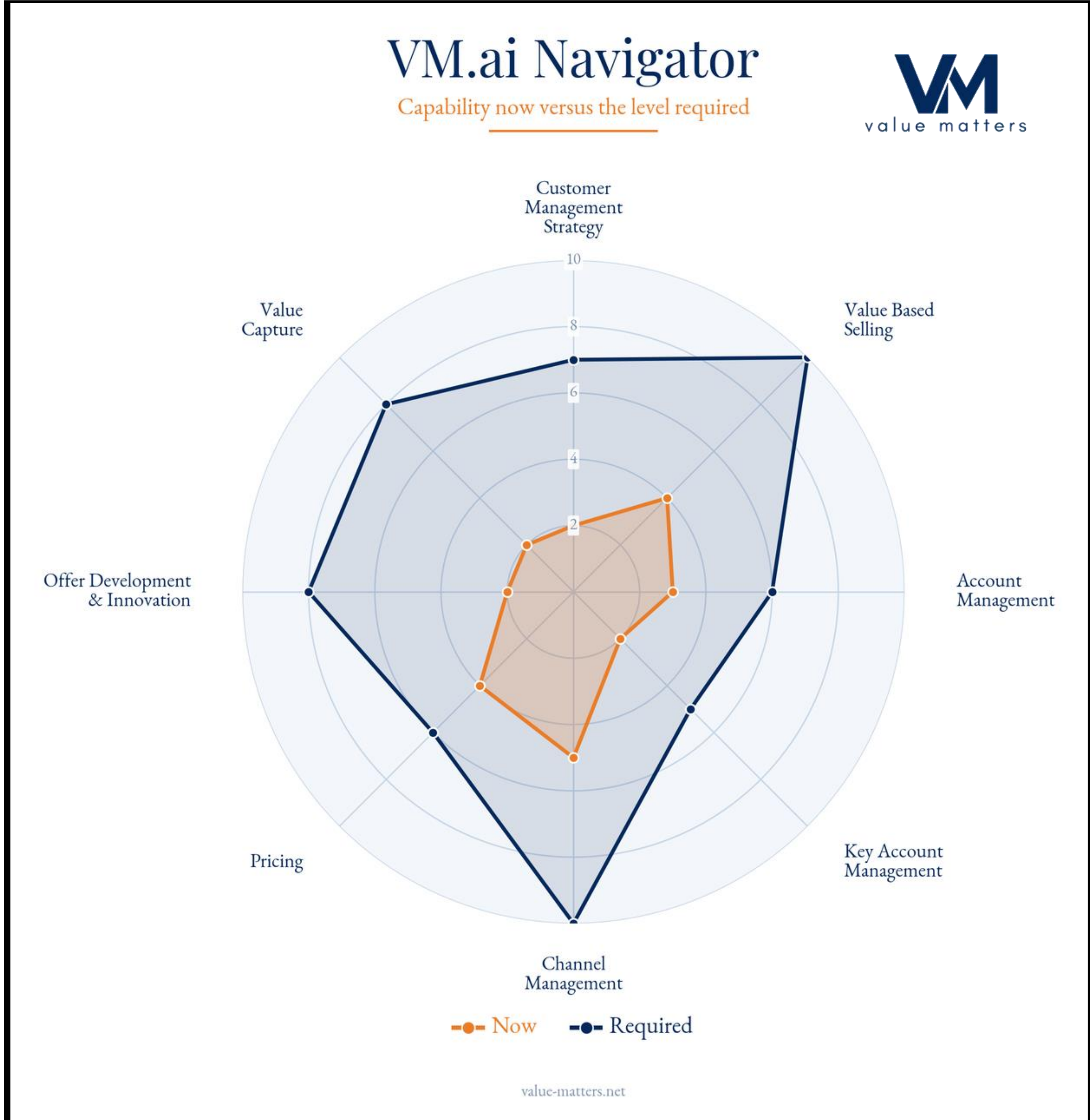
https://renewal-kam.netlify.app/
Swipe left, swipe right.
Grow the account and try to keep the client happy.



KAM.fm
12 tracks all about the wonders of Key Account Management. Made in 5 hours using Claude, Suno, Grok and Nano Banana.

VM.ai navigator

"VM.ai Navigator is the home for your entire customer management capability, holding the methodologies, tools and standards in one place, showing where you stand today and where to steer next."



QUESTIONS & DISCUSSION

Thank you

2 Hour free session, just ask.
More info/free tools on the website: value-matters.net
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