

Todd Snelgrove: Vice President of Value Advisory and Commercial Excellence **Increasing Companies Bottom Line by demonstrating, documenting,** **pricing and selling based on best Total Profit Added™**

Former Global Vice President of Value Advisory and Commercial Excellence with over 20 years of experience as the team leader in understanding, presenting, calculating, pricing, and purchasing on Total Cost of Ownership (TCO) or Total Profit Added™ (TPA™) for SKF. Todd, a Certified Sales Leader (CSL), helps companies in the Business-to-Business Markets understand, quantify, price, negotiate, and sell based on best value, not lowest price. Todd has done long-term projects with SAP, GE Digital, and ABB based on value selling, pricing, and business models—numerous successful engagements with Industrial, FinTech, Healthcare, Pharma, Software, Services, and others.

He is acknowledged to be a leading subject matter expert on all things value. Todd is a Vistage Trusted Advisor focusing on supporting CEO's in creating, communicating, selling, and pricing for value. His insights and experiences on value have helped both product and services organizations create numerous programs and business models that help customers increase profitability by measuring, selling, and pricing based on value - Total Profit Added™. New Business models, Performance / Outcome, Servitization and Digitization (IIOT) Offerings, and Value Guarantees are areas of expertise. Todd has demonstrated successful customer partnership agreements with Global Fortune 1000 companies in all geographies and industries.

Work has been featured in articles on Products and Services focusing on selling, pricing, and procuring in numerous publications from leading business schools and scholarly reviews published by Harvard, MIT Sloan, Case Western, Wake Forest, Journal of Revenue and Pricing Management, London Business Press, Routledge, and others.

Todd leads sessions on value at Executive MBA courses at Harvard USA, IMD Switzerland, Chalmers Sweden, Kellogg USA, ESADE University, Barcelona, University of Tennessee, USA, University of Macquarie

Australia, North Carolina State, and London Business School.

Todd wrote, directed, and edited the bestselling Routledge October 2016 book **Value First Then Price** - Quantifying Value in Business Markets from the Perspectives of both the Buyers and Sellers, ED 2 launched in 2022, Number 1 in Sales category on Amazon, March 2024. MIT Sloan Management Review – Acing Value-Based Sales 2024

An energetic presenter on the need to buy, sell, and price based on value created and documented; for associations such as Manufacturers Alliance (MAPI), Strategic Account Managers Associations (SAMA), Certified Purchasing Professionals Association (PMAC), Institute for the Study of Business Markets (ISBM), Aberdeen Groups Chief Procurement Officer (CPO) Summit, Center for Advanced Procurement Studies (CAPS), International Association of Commercial and Contract Management (IACCM), National Institute of Government Purchasing (NIGP), Young Presidents Organization (YPO) World Congress on High Speed Rail, Procurecon, Power Transmission Distributors Association (PTDA), American Bearing Manufacturers Association, and numerous others. Todd also received a “1 of 50 best sales practices” by Strategic Account Management.



Todd's passion about customer value is simply contagious!

Kamran Kashani: Professor of Marketing and Global Strategy; IMD Switzerland

Whenever I teach a session on value pricing, Todd is the person I turn for an insightful, engaging guest speaker. I appreciate Todd because he can communicate his vast practical experience with structure and clarity of thinking.

Marco Bertini: Professor of Marketing, Harvard, ESADE, and London Business School

Todd is an outstanding practitioner of customer value management. He has taken the Value Merchant concept and put it into practice, helping transform an engineering-driven company into one that is truly customer focused. Not only does he understand value, he is able to persuasively demonstrate and document it so that his customers are willing and able to pay for it. Todd also is able to motivate and educate with his presentations, whether his audience is people at his own company, customers, or the many industry events and conferences in which he willingly participates

Dr. James Anderson: Professor of Marketing; Northwestern University Kellogg School of Management

I am impressed with Todd's background, knowledge, and achievements. Todd has a great ability to get customers to understand and buy based on best value.

Prof Phil Kotler: Professor of Marketing; Northwestern University Kellogg School of Management

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In today's global business environment, customers perceive more and more products as commodities. Therefore, it is vital for a company to be able to prove why its products and services are able to deliver REAL VALUE. One of the most important tasks we have today throughout the SKF Group is to create, deliver and document the value that our products and solutions bring to our customers. I highly recommend this book (Value Merchants) to any company in any industry that produces the best products and needs to find a way to show the value they deliver.

Tom Johnstone
Former President and CEO, SKF Group
Chairman of the Board Husqvarna AB

I didn't get a chance to speak with you at the conference last week but I wanted to drop you a quick email just to thank you for your very informative presentation. To me this was the most valuable part of the whole meeting, presenting a value proposition that answers a customer's question "why should I buy from you" is probably the most powerful statement you can make.

Business Development Manager

I have always found Todd an absolute pleasure to deal with. His knowledge of the profession and trends surpasses my expectations every time I have the opportunity to meet with him. He has a strong commitment to the profession and I believe a genuine desire to share information. Todd very kindly agreed to present a case study to the Sales Leadership Alliance, a group of senior sales directors/managers and all of the feedback was extremely positive. Todd was found to be engaging, informative, entertaining and most of all, of significant value to the audience to whom he was delivering. I had only asked Todd to speak for 90 minutes but, I believe that he could have spoke for the entire afternoon and the audience would have still liked to have heard more. I would certainly ask Todd to speak again, safe in the knowledge that he will deliver pure quality!

Dianne Kilkenny
Operations Manager
Sales Leadership Alliance
The Chartered Institute of Marketing

Todd has nailed it. In his hands the TCO concept is very well described for everyone to appreciate and understand. And what is even better is that Todd is not academic, but a proven professional who actually walk the talk through his work. I would like to give my best recommendations for everyone that needs a brush-up or new angle into TCO.

Keld Jensen
Adjunct Professor Copenhagen School of Business and Arizona State and Forbes Contributor

I loved your talk. More companies need to use Vested Thinking and Total Cost approaches (it's the only way to communicate fairly in my opinion and more people need to hear companies like yours teaching how to think differently).

Kate Vitasek
Faculty, Center for Executive Education,
University of Tennessee Author: Vested Outsourcing

Lowest Price Does Not Equal Lowest Cost.

One of the best compliments was from a CNBC reporter who thought the value message was amazing:

SKF Business Press Day 2009

Todd visited us at the AESSEAL North American sales conference to give his perspective on and insight into creating, delivering, documenting, communicating and presenting value in an industrial environment. We all found his presentation and presence stimulating, relevant, insightful and, frankly, inspirational. He gave us many things we need to build on and think deeply about. I recommend unreservedly working with Todd if you are an industrial business that delivers great value and service to your customers and you want to continually improve how you capture this and get rewarded for it.

Richard Pickles
Chief Executive Officer
AESSEALS International

We have been able to get price premiums for our offerings because we have been able to persuasively demonstrate and document it (value).

Dr. James Anderson
Co- Author; Value Merchants,
Kellogg School of Management

Todd is simply the best on explaining and energizing the audience about the concept of Total Cost of Ownership. He has the knowledge and credibility to make executives realize that they should use it and implement it in their companies.

Dr. Carlos Cordon
LEGO Professor of Supply Chain Management
IMD Switzerland

Todd is an outstanding, knowledgeable, and dynamic executive. His work is at the forefront of understanding, quantifying, and communicating customer value, perhaps one of the most critical issues in business today. Todd is also an expert public speaker, and I recommend him without hesitation.... Thanks again for such a great job last week at the Executive Summit. Several attendees told me your session was the highlight of the event, and a couple even said that your session more than paid for their travel and registration.

Cam Mackey
VP Membership & Marketing
MAPI

Recently Todd worked with the global consulting firm Gordian Business Inc and the business school at Macquarie University (MGSM), Sydney, to deliver one of the best business seminars in years. Todd's message to the gathered executives was insightful and thought-provoking. We are looking forward to further sessions with Todd in Australia.

Stephen Kozicki
Managing Partner and Faculty Macquarie Business School
Gordian Business Consulting

Lowest Price Does Not Equal Lowest Cost.

In cases where procurement has no evidence of the Lowest Total Cost of Ownership (TCO) they have no choice but to focus on the one measurable differentiator ... Lowest Unit Price.

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The Commercial Summit gathered Ericsson's global commercial management community in Stockholm, Sweden in October to discuss the company's commercial priorities for the coming years. The overall aim with the Summit was to transform Ericsson into a value-based commercial organization. In order to make this a reality we need to create value and communicate that value in a clear way that procurement is willing and able to pay for, but it is our job to do the work and build the case to justify a price premium. An invited keynote speaker to the Summit was Todd Snelgrove who delivered an excellent speech on this subject.

Georges Skaf,
Head of Strategy for Commercial Management Ericsson

By the way Todd... you left a mark that's not washing off our team. Everyone's talking about this concept of value, and we are becoming more conversant in the language because of you...Thanks again for an amazing day

Jeff Gillibeau
Vice President Sales International Paper

Todd was fantastic. He is a high energy speaker that was able to capture the audience's attention by making his experiences relatable to our industry and the challenges our channel partners.

Stacie Wingfield,
Director of Marketing Columbus McKinnon Corporation

Todd collaborated with us as a team of senior sales advisors, then developed, and ran a 2 day online workshop for the sales team of SAP Innovation and sales advisors. I can't say enough about his knowledge and professionalism. My team (senior sales people) found it very engaging, valuable, and applicable with actionable takeaways that they could use to sell more, faster, and change the paradigm from a pricing/discounting discussion to a value/metrics based sales prop. Todd invested a lot of time to really learn our pain points and then apply his knowledge of how to address these issues (issue = opportunity). To keep a team's attention and get such great feedback doing workshops online is amazing. I can highly recommend Todd to help your team get better at understanding your value and selling, pricing, and differentiation based on it. When I leverage Todd again it will be for a longer duration—likely a 3-day approach. Thanks Todd!

W. Paul Smith
Vice President, SAP Innovation Services
Canada and West U.S.

Todd spent a full day with Rabobank in Sydney last fall where he presented and facilitated discussion on value and the Total Benefit of Ownership. Your presentation and discussion has proven to be a watershed moment within the organization. Thank You.

Senior Manager,
Rabobank Asia

"Todd Snelgrove's description and measurement of a new view on Total Cost of Ownership (TCO), a more holistic measurement focused around Cost, Benefit, and Value called Total Profit Added tm (TPA) is a great step in the evolution of enabling both buyers and sellers to make the right decisions based on best value not lowest price."

Prof Thomas Choi
Executive Director Center for Advanced Procurement Studies

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