



# VALUE POPULATIONS

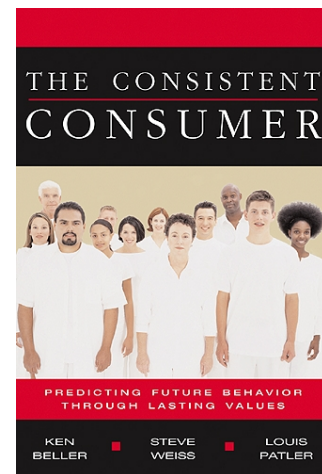
## Linking Values to the Bottom Line

Thriving in today's highly competitive business environment requires a consistent focus on lasting customer values. Based on Near Bridge's highly-praised new book, *The Consistent Consumer: Predicating Future Behavior Through Lasting Values*, and its leading research into the core values of age-based demographic groups, *Value Populations* teaches participants the different values held by unique Value Populations and provides the skillsets needed to link values to the bottom line.

During this powerful program, participants learn how to communicate to their customers in ways that meet their customers, not their own, needs. Interesting, creative, and highly interactive, this program explains the five Value Populations and applies knowledge of their values to critical issues and opportunities in today's rapidly changing work environment.

During the workshop, participants learn to:

- Identify the cultural factors and icons that shaped each Value Populations perspective
- Explain the nine core values of each Value Population
- "See the World" through the eyes of each Value Population
- Embrace each Value Population's core strengths and minimize their weaknesses
- Apply this knowledge to crucial marketplace applications



Participants leave the workshop with the skills to:

- Develop stronger selling relationships with high-potential customers
- Influence customer buying decisions for immediate and lasting profit
- Align current and future products with lasting customer values
- Create products and services that better meet their customers needs

Half-and one-day Value Population Workshops are available and can be delivered to groups of 25 or 525. Our flexible presentation allows for easy customization so we can create a highly tailored experience for your organization.

For information on how Near Bridge can help your organization link values to the bottom line, call us at (800) 200-9835 or e-mail us at [info@nearbridge.com](mailto:info@nearbridge.com).