Tell them the things
CUSTOMERS WANT TO KNOW



You understand
their **Pain**



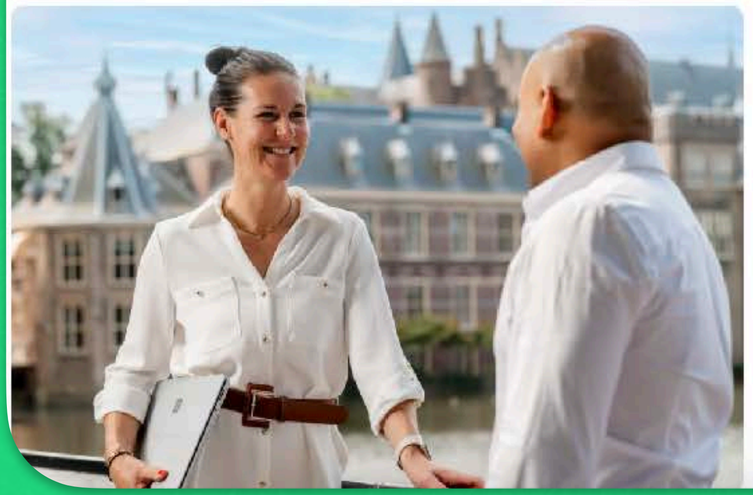
Your **Unique**
Product delivers
Specific Results



Track Record & Proof
Customer Success
& Results









Our colleagues work in sectors that keep society running. IT that must be secure, stable and available, from healthcare and energy to infrastructure, government and financial services. They test, analyze and safeguard systems that simply cannot fail. Think of trains running on time, locks opening when they should, patient data that must be accessible, energy networks that stay balanced and digital transactions that are processed securely. Our professionals make sure technology performs when it matters most.

Our team works in sectors that **keep society running.**

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Think of trains running on time, locks opening when they should, **patient data** that must be accessible, **energy networks** that stay balanced and **digital transactions** that are processed securely.

Our professionals make sure technology performs **when it matters most.**



PAIN

What is the **problem** you solve?

The **Why** of the product/project/ proposition

How to prompt a conversation about **CUSTOMER PAINS**



"Mr Customer:
YOU'VE got a **PROBLEM**!"

One Great Story
THAT WORKS

QUANTIFIED PAIN



SIMPLE PRODUCT



QUANTIFIED RESULT



How to prompt a conversation about **CUSTOMER PAINS**

"The companies we work with **in this industry** are **struggling** with…"

"It's **costing** them X time/ money/lost customers/ non-secure data…

So what we've been **doing** for them is X, Y and Z…

The **results** they're getting are X cost/ time/security savings…



PAIN

Paint the picture of what goes **wrong**

and what it **results** in



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"Many companies have problems if their software fails"

"It takes up to **72 hours**"

"Last year software failure **cost** energy companies over **€XK**"

Be specific
PUT A NUMBER ON IT



"A lot of companies experience data hacks"



"**XK** companies had data hacks in the **last 3 years**"



PRODUCT

How do you **solve** the problem?

Use simple, **short** references to a **selection** of the 5 solutions

Onze hulpmiddelen

Cerios Solutions

Onze softwaretools maken kwaliteit direct toepasbaar.

testmonitor

Volledig en krachtig testmanagement

josf

Intelligente testautomatisering voor Low-Code Platforms

omnext

Software Quality Analysis & Security voor Low-Code Platforms

supportbook

Supportbook is hét kwaliteitsplatform voor de zorg

testbot

Testbot voert automatische tests uit op Hix.





PRODUCT

How do you **solve** the problem?

Use simple, **short** references to a **selection** the 5 solutions

Example: pick **only** 3 solutions, tell **2 sentences** on each:

1. What does it **DO?**

2. What **IMPROVES** as a result?

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UNIQUE

What's **special** and **new** about your proposition?

Technology, **partnerships**, **complete** solution?

(Any competitors to mention?)



PROOF/ TRACK RECORD

Which **recognisable** customers from their industry are buying?

Why do they **love working** with you/your products?

Is there **growth?**

Klanten die vertrouwen op Cerios



Focus on the

CUSTOMER INDUSTRY

300+

Customers

Across every sector and at every stage of digital maturity. Cerios has a broad network of clients we support every day.

450+

Professionals

A network of experts who make a real difference. Together, we ensure you have access to the knowledge and experience you need, exactly when you need it.

5

Solutions

Whatever the challenge, Cerios brings people together, shares knowledge and delivers solutions that we develop, manage and continuously improve ourselves.

1

Academy

Our reason for being? Staying on top of new developments and continuously training experts, both within and beyond our organization. At Cerios, no one stands still.

ONE LAST THING...





WHY YOU?

What's your **personal motivation** to offer this proposition?



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!