



# Quantitative Value Mapping Simplified

**Quantitative Value Mapping™:** The process of assigning objective metrics to the specific value systems of any persona, any environment, any culture, and within any organization.

**Value:** The *outcome* that every human on the planet is either willing to invest time, resource, energy, or capital to obtain.

**Quantification:** The process of measuring or expressing something in numerical terms. It involves assigning numbers or quantities to objects, events, or processes to make them measurable, comparable, or analyzable.

## Benefits of QVM:

- *Increases revenue velocity and conversion rates.*
- *Maximizes revenue potential.*
- *Increases customer retention.*
- *Influences customer behavior and decisions.*
- *Increases operational efficiency.*

