



WRESTLING ECONOMY

iECONOMY SUITE

STRATEGIES TO DELIVER VALUE IN THE BUSINESS

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WRESTLING ECONOMY

iECONOMY SUITE

[ABOUT](#)[THE EGG](#)[PRINCIPLES](#)[STEPS](#)[ROLES](#)[DELIVERY](#)[TENSE FLOW](#)[GIFT](#)

ABOUT THE VALUE

“ YOU AND YOUR TEAM CREATE VALUE
WORKING EVERY DAY WITH INTELLIGENCE,
PASSION, DETERMINATION AND ACCOUNTABILITY

“



WRESTLING ECONOMY

iECONOMY SUITE - THE FRIED EGG STRATEGY©

ABOUT

THE EGG

PRINCIPLES

STEPS

FOCUS

LAST MILE

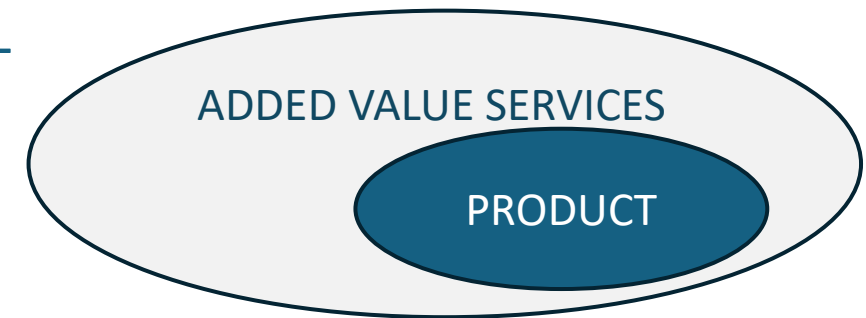
TENSE FLOW

GIFT

In a hyper-competitive market where everyone offers and few buy, you win offering the lowest price (discount policy).

In this way, you acquire not customers but predators of your value.
Every % discount is a piece of your value (profit) that you give “ as a gift “ to the client.

MAKE DIFFERENTIATION
BY VALUE NOT BY PRICE



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$$\text{COST} = \text{PRICE} \quad \longrightarrow \quad \text{COST} = \text{PRICE} - \text{VALUE}$$

PRINCIPLE NUMBER 1

- ☐ Smart customers don't buy. They choose.
- ☐ Either you differentiate yourself or you don't sell.

PRINCIPLE NUMBER 2

- ☐ You can stand out from the crowd with price or value.
- ☐ We recommend value.
- ☐ Buying from me because it's cheaper lowers prices.
- ☐ Buying from me because it's better leads to loyalty

PRINCIPLE NUMBER 3

- ☐ Sell value.
- ☐ The customer helps you grow by asking you for more growth
- ☐ Selling is an exchange of growth.

DIFFERENTIATION BY VALUE



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STEPS TO COMMUNICATE THE VALUE

IDENTIFY

YOU KNOW WHERE YOUR
INVESTED MONEY CREA-
TES VALUE FOR THE CLIENT
(AND FOR YOU)

FOCUS &
QUANTIFY

WHERE YOUR OFFERING
MAKE THE CLIENT HAPPY

COMMUNICATE

WHERE THE TYRE
TOUCHES THE ASPHALT
(from bla.....bla.....To
the TRUTH)

IMPLEMENT
AT THE CLIENT
SITE

DON'T DOWNLOAD THE
PRODUCT AT THE GATE OF
THE CLIENT, ASSIST THE
CLIENT CREATING VALUE



WRESTLING ECONOMY

IECONOMY SUITE - FROM SALES TO VALUE SELLING

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DAY BY DAY SALES

- ☐ CLIENT NEEDS / CLIENT REQUIREMENTS
- ☐ WHAT ARE THE CLIENT'S COMPETITORS DOING
- ☐ INFO FROM SALES NETWORK
- ☐ BUSINESS NETWORKING





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STRATEGIC SALES

- ☐ PESTLE AND SWOT - BRIEFING
- ☐ IMMERSIVE VALUE CHAIN – BRIEFING
- ☐ 20/80 WIN-WIN MATRIX : TO DO LIST
- ☐ WHAT IS GOING ON



**VALUE
ENGINEER**

PESTLE = political, economical, social, technological, legal, environmental



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iECONOMY SUITE - FOCUSED VALUE

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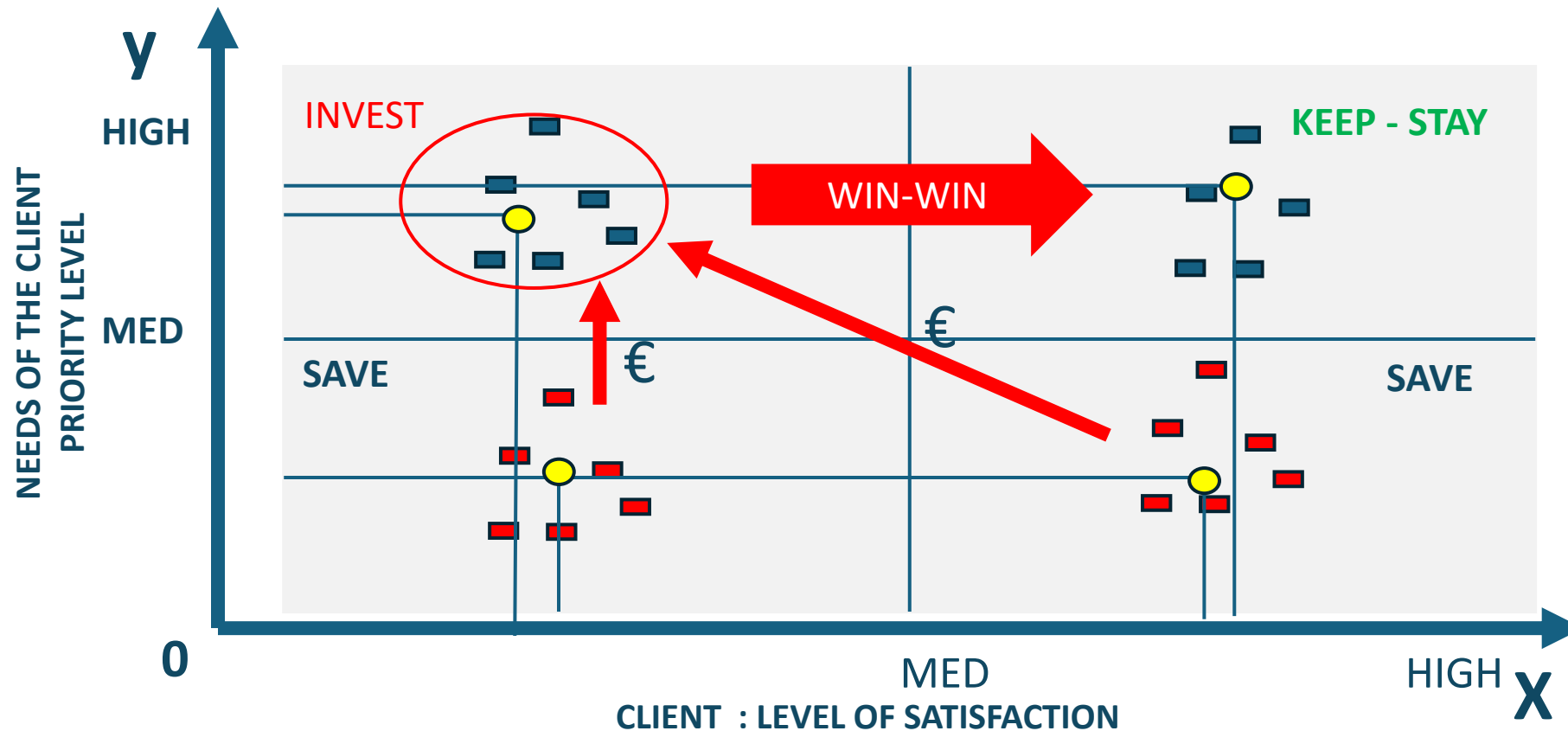
ROLES

DELIVERY

TENSE FLOW

GIFT

WIN-WIN MATRIX





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iECONOMY SUITE - THE NEW CLIENT LOYALTY

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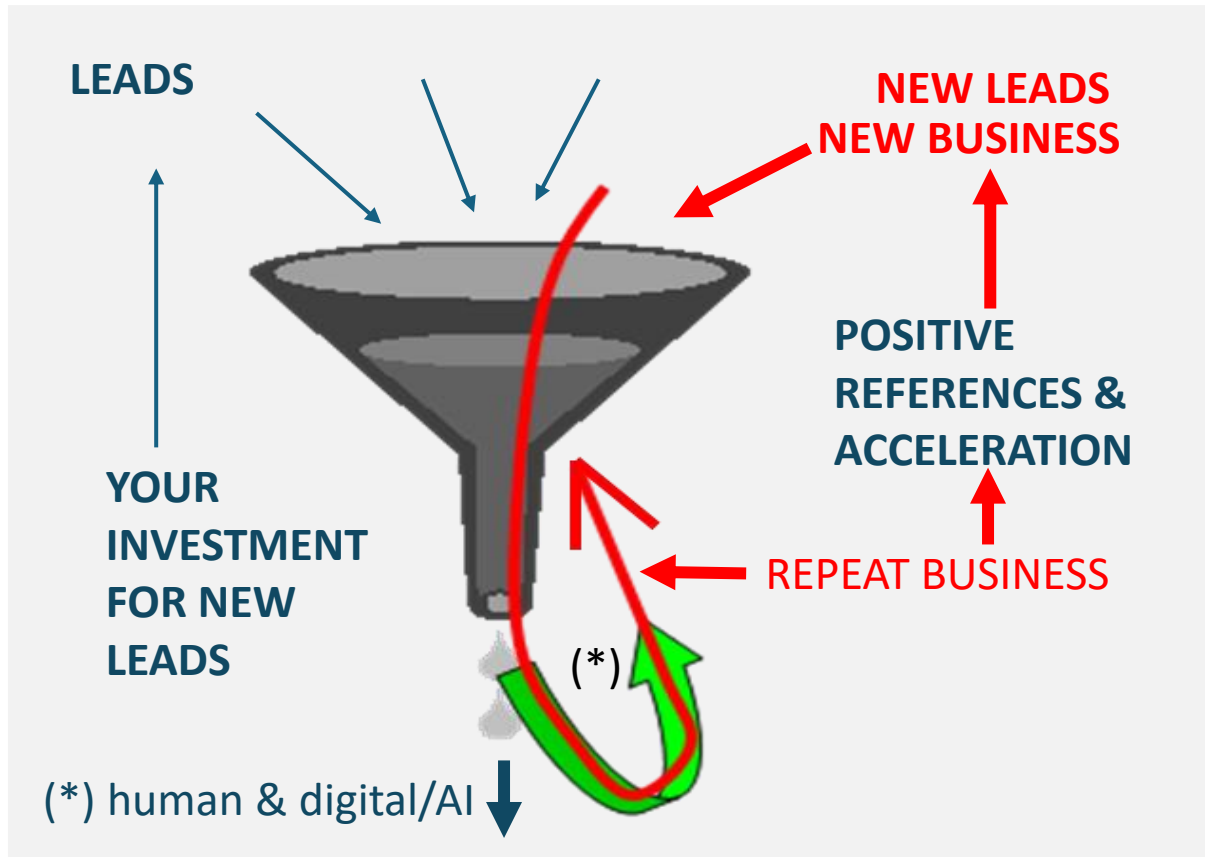
ROLES

DELIVERY

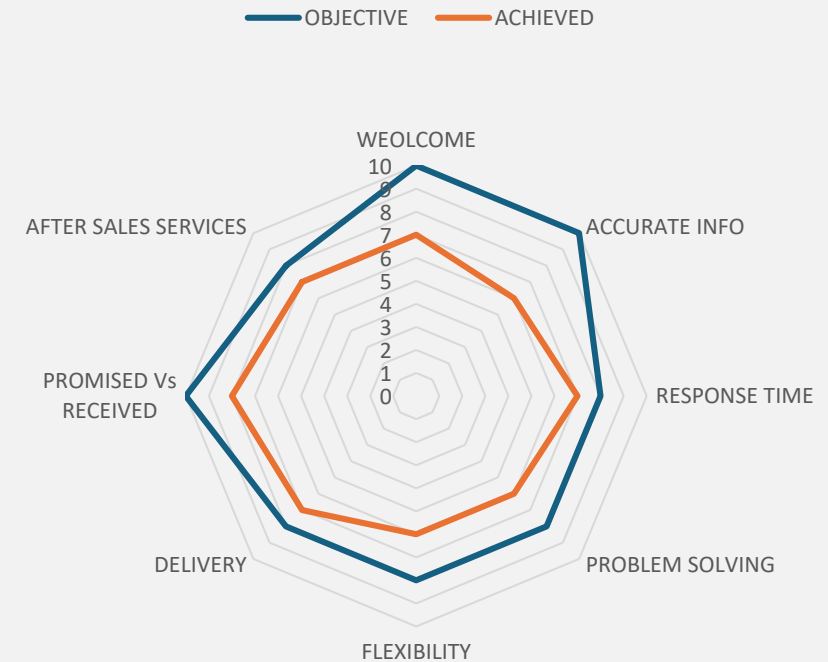
TENSE FLOW

GIFT

KEEPING THE CLIENT LIFETIME VALUE



CLIENT RELATIONSHIP EXPERIENCE





WRESTLING ECONOMY

IECONOMY SUITE – COMPANY ENTROPY Vs VALUE DISPERSION

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TENSE FLOW

SALES and PRODUCTION FUNCTIONS(example)

SALES OBJECTIVES

- ☐ DISCOUNT LEVERAGE
- ☐ SHORT DELIVERY TIME
- ☐ ANY CUSTOMISATION OK
- ☐ CONTRACTS APPROVED
- ☐ ...YES, WE HAVE- MAKE
- ☐

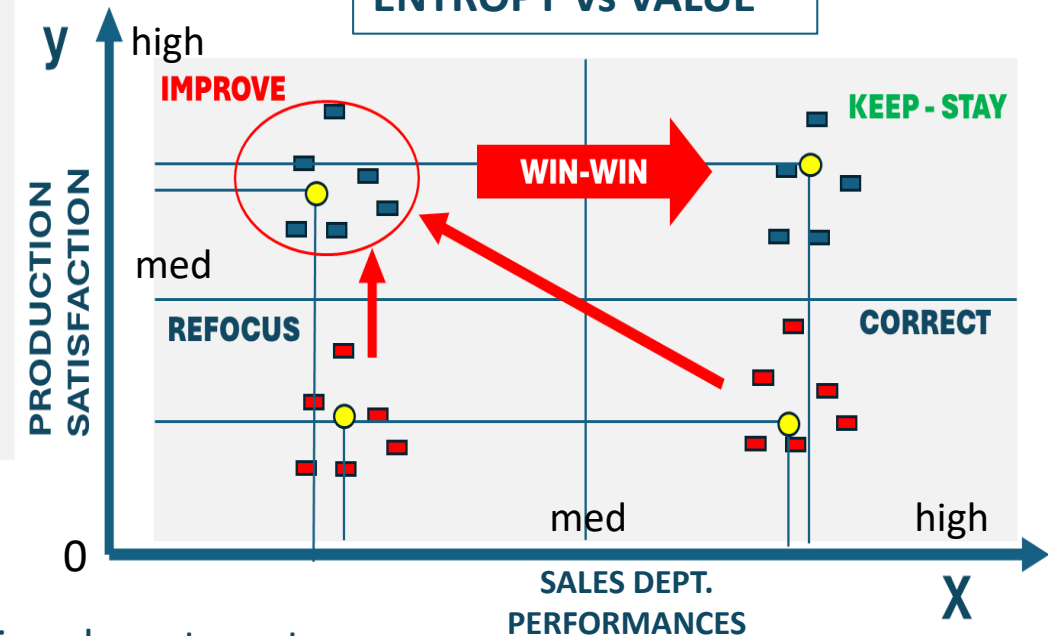
PRODUCTION OBJECTIVES

- ☐ KEEP DOWN COSTS
- ☐ PRODUCTION LINES SATURATION
- ☐ TECHNICAL DELIVERY TIMES
- ☐

DELIVERED “SERVICES” FROM SALES → X axes,
SATISFACTION LEVEL OF PRODUCTION → Y axes

“SERVICE” = any actions related to the communication with Production department

ENTROPY Vs VALUE





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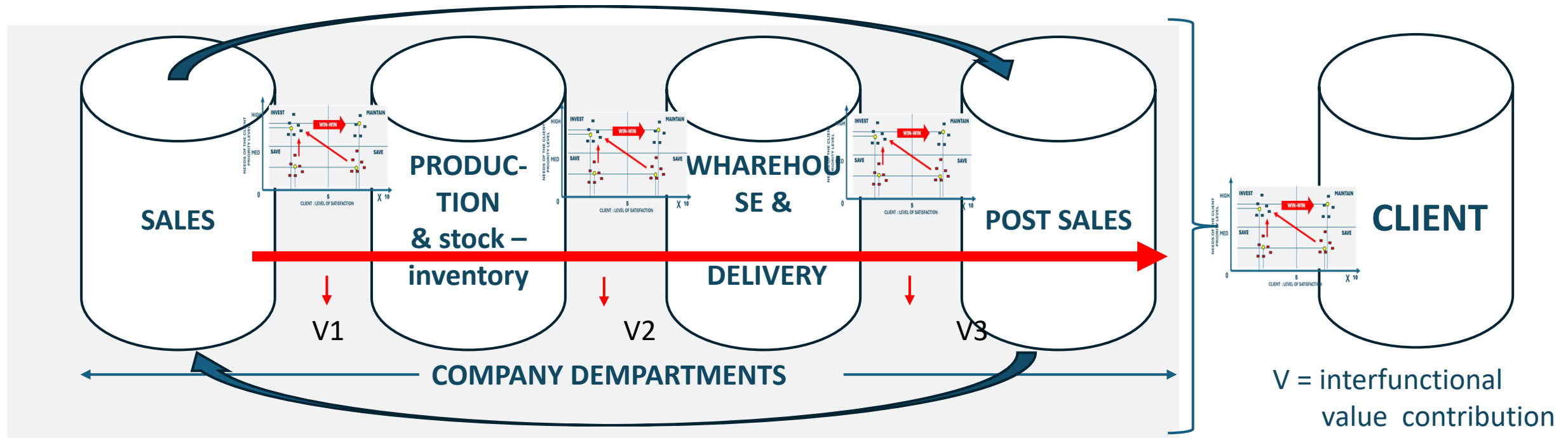
ROLES

DELIVERY

TENSE FLOW

GIFT

TENSE FLOW Vs ENTROPY
less entropy more value





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GIFT 1

WARM UP : QUESTIONS BEFORE TO START THE “ EGG”

1. Why are we here as a company?
2. What are the specificities that differentiate us from our competitors?
3. What beliefs are the basis of our daily work?
4. How are these beliefs validated?
5. How do customers see us?
6. What do they expect from us?
7. Is the service we give what they want? How do we know?
8. How can we increase the quality of our Albume?
9. How can we better communicate the value of our Egg?
10. Is the value of our service focused on the customer's priority needs?
11. How do we measure it?
12. Are we giving away value?
13. Is the value identified, quantified, communicated and implemented at the customer?
14. How can we use the structure of the Albume House to integrate the delivery of service to the customer and provide continuous support to Sales and all the Front Line ?
15. How can we streamline the integration of events related to the service cycle?
16. How can we introduce the concept of collective attention to the customer? Does each employee have a colleague connection with the customer? What's his name?
17. How can we analyze and make our service cycles more efficient?
18. Who is responsible for closing the circuit?
19. How can we analyze and improve the functioning of service events?
20. Are we using the “glue factor“ to manage customer complaints?
21. How can we measure customer satisfaction?
22. You are not what you say but what you do: how can we measure the degree of loyalty?
23. How do we link results with recognition?
24. How can we earn and maintain the commitment of our people?
25. The brand is not a symbol or a slogan but a behavior, a culture. What is the brand of your Company? What does it taste like your Company ?
26. Are service champions rewarded in your company?
27. What is the best way to return information to those who produced the content of the service?
28. How do we retain the loyalists?
29. Are your people cheering for your company?
30. Are you managing the quality of service every day as you manage your company?



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GIFT 2

COMPETITIVE ARENA THE CORPORATE CULTURE OF VALUE

ALBUMEN
CULTURE

LOYALTY : the
turned funnel

21° BUSINESS
VISION :
menu

VERBAL DRIVER
: briks

THE SWORD
AND THE
DRAGON

THE 20/80 RULE
: work smart



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STRATEGIES TO DELIVER VALUE IN THE BUSINESS

Client centred company :
“ How many collaborators do you have? 200. How many value sellers? 5. No, you have 200.”

TTT Campus, 2025