

GETTING VALUE WHEN



Change Required

If Road Controlling Authorities are to get value for the money and effort spent on roadmarking services, they need to change from being:

- “demand-driven” to being
 - **VALUE - DRIVEN.**





Reflection

“There is scarcely anything in the world that some man cannot make a little worse, and sell a little more cheaply.

The person who buys on price alone is this man's lawful prey.”





- *The common law of business balance prohibits paying a little and getting a lot, it cannot be done.*



What is Value

- Value is subjective.
- It can only be determined by the receiver of the goods or services.
- The value does not come from the products or services, but from what the customer perceives that that they have received from such goods or services.
- Perception is everything!



$$\text{Value} = \text{Benefits} - \text{Costs}$$





Developing Perception of Value

We will pose and discuss a number of





- What alternative materials could you be using?





- What constraints, e.g. timing have you applied to the work packages?
- Why?





Increased supervision at
commencement is wise.



The old biblical adage of reaping what you sow is true –

- accept a low standard and you will continue to get a low standard,
- encourage a higher standard and it will improve



