



Leaders Must Transform Their Business to Achieve Growth



Taking steps toward change for a post pandemic world

In today's post-pandemic world, businesses are trying to figure out how to move forward. But also, trying to understand what happened in 2020 and how to be prepared if something like this ever happens again. Can it? Yes.

We must be more prepared digitally. We now know that if something like 2020 ever happens again, face to face will again suffer and field sales will turn to strictly virtual or inside sales and the potential for growth could plummet. The digital world is the future, whether we want it to be or not. Face to face and great customer relationships are still important in driving business growth, but when it is not possible to meet in person we must think outside the box. How do we continue to move forward and grow our business in this changing environment—post pandemic?

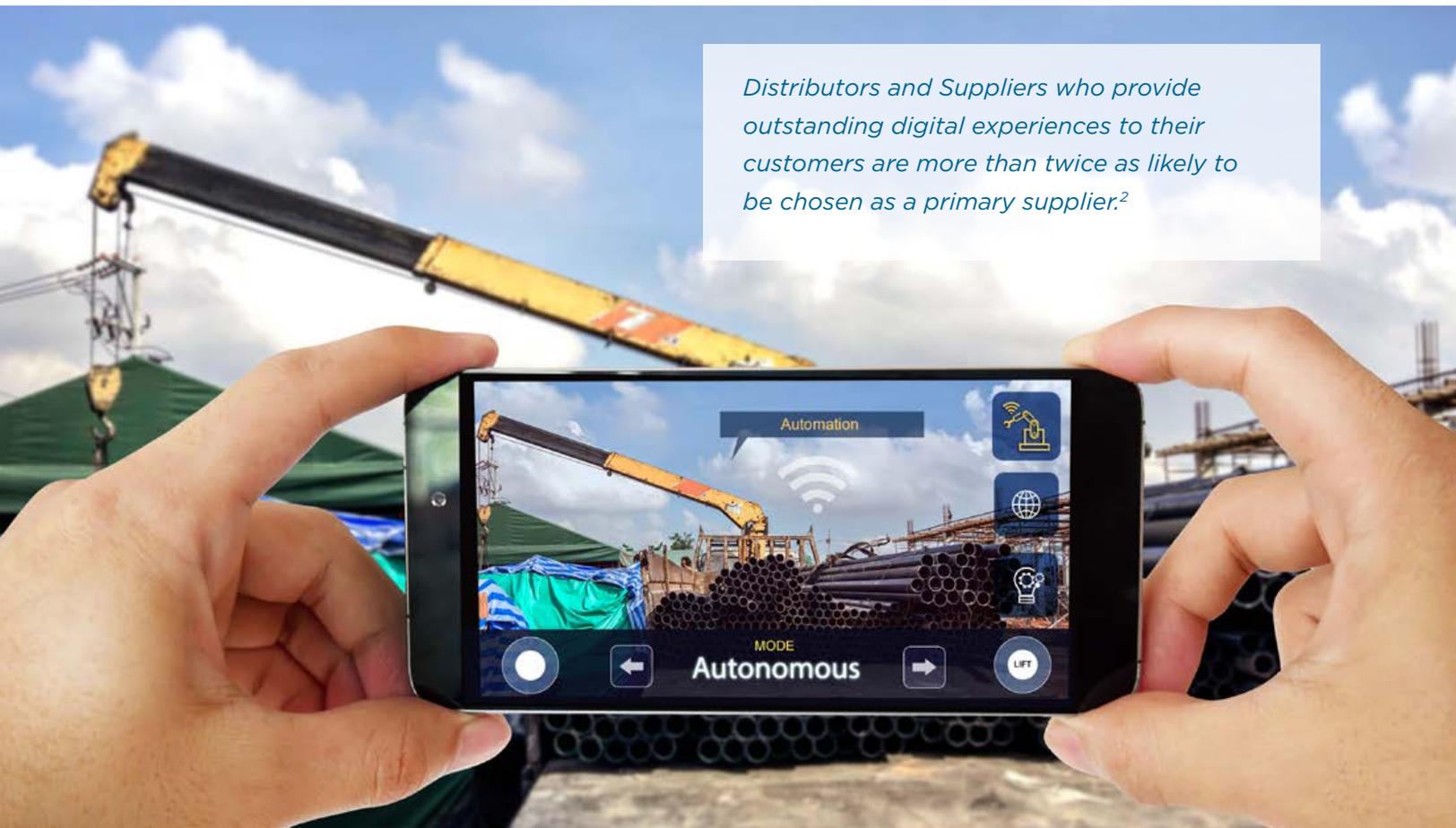


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Covid made us all good at video conferencing. It also helped us understand that virtual tradeshow still need a lot of work to be the lead generating source we all want and need. We also now know supply chains must be more predictive to streamline inventory. And we must be prepared with contingency plans. In the end, we all

need growth, and we must transform to get this growth. We need to transform our thinking, our old ways of doing business, and reevaluate what we must do to stay relevant. We cannot continue to do the same things we have always done prior to Covid. Business as we know it is changed forever.

Distributors and Suppliers who provide outstanding digital experiences to their customers are more than twice as likely to be chosen as a primary supplier.²



Covid Did Not Create the B2B Buyer Transformation - It Accelerated It

It is not that business leaders do not realize the world is changing around them and they need to adapt to survive. It is more that change is hard.

68% of B2B customers prefer to research new product or solutions INDEPENDENTLY online prior to engaging a seller.¹



Being prepared is the next step. Below are some statistics to help the decision process for transformation:

- 68% of B2B customers prefer to research new product or solutions INDEPENDENTLY online prior to engaging a seller.¹
- Distributors and Suppliers who provide outstanding digital experiences to their customers are more than twice as likely to be chosen as a primary supplier.²

- 70% of B2B decision makers prefer remote human interactions or digital self-serve in identifying, evaluating, ordering and reordering than in-person.³



If you are still not sure if your business needs to consider transformation, ask yourself these questions:

1. Are you able to generate the leads you planned to drive growth?
2. Are your sales reps selling product vs solutions?
3. Is your business struggling to access new customers?
4. Are you having organizational challenges?
5. Is your supply chain maximized?
6. Are you prepared for the digital transformation?
7. Does your business have a contingency plan?

Not all transformation has to be a complete transformation. Sometimes transformation simply requires a different way of thinking to start the conversation.

Market Dynamics that Create Opportunities

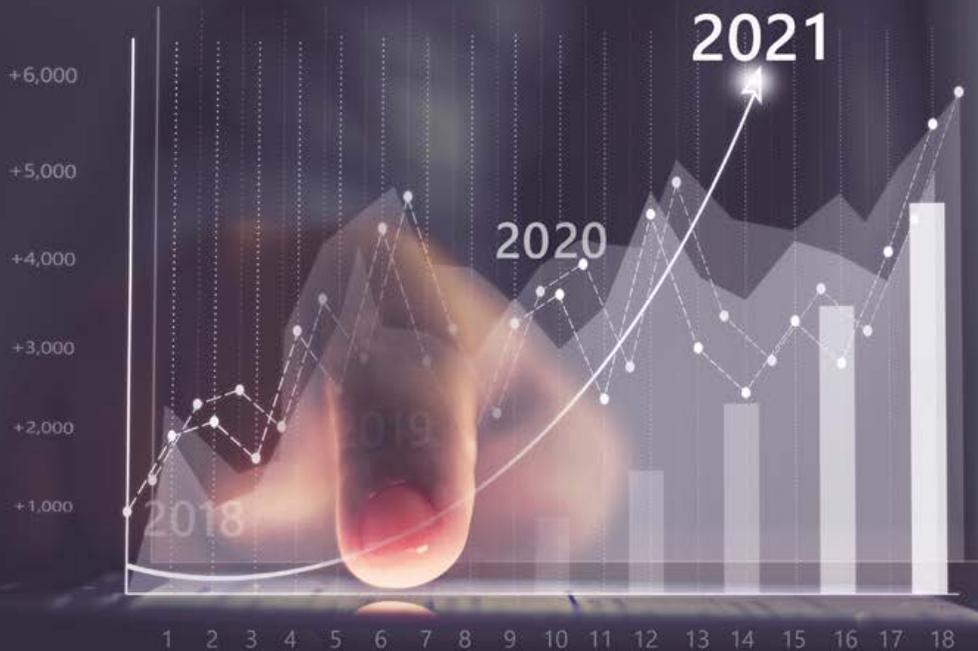
In today's world, we must differentiate to stay out of the "commodity trap". Buyers love to tell their suppliers that what they offer is the same as what they can get from other suppliers and the price is better. How do we as providers of similar products jump out of that commodity trap and become more than just a supplier who provides good prices and customer service? It is not as complicated as we may think, but it can feel overwhelming if this is the approach your sales teams have taken for years.

There are market dynamics that not only created the commodity trap, but also create opportunities to help differentiate your business from the others:

1. Uncovering customer pain points, stay focused on solutions to challenges, and create value.
2. Create opportunity to increase mindshare with customers with a simple and consistent message.
3. Communicate 3 key value pillars consistently: productivity, cost savings and compliance.
4. Develop rich content to drive interest and connectivity and position your organization as a thought leader.
5. Evolve effectively and efficiently to be differentiated.

Success is earned, not gifted. Learning from leaders who win, leaders who know what it takes to drive growth, and understand that working on your business, not in your business is a key to success. Read a book from a business guru, google ways to help grow your business, or research consulting firms who have proven success, proven results, and a desire to help you succeed are all great ways to initiate transformation.





Achieving Growth Can Seem Daunting – But is Achievable

Growth can be found in many ways whether you build the sales funnel, utilize software to manage customer relationships, or maximize the supply chain. Here are some steps to take to prepare your organization in 2021 and beyond:

1. Get leadership buy-in or start the conversation.
2. Assess your business and (re)create a business plan.
3. Execute upon your new plan.
4. Include a contingency plan.
5. Consider using a facilitator to review the assessment and create a plan as those who work in the business are too close to the business to be fair facilitators or the best critics of the organization.

About C3Consulting (C3C)

C3Consulting was created to provide B2B customers with strategies that will help you break through the noise and improve your “Go-to-Market” strategies. Our Accelerated Impact Model (AIM) is a three-phased approach in which we Connect with you, Collaborate and Communicate to develop a detailed plan that supports your vision for growth.

C3C helps companies enhance their “Go-to-Market” programs, including:

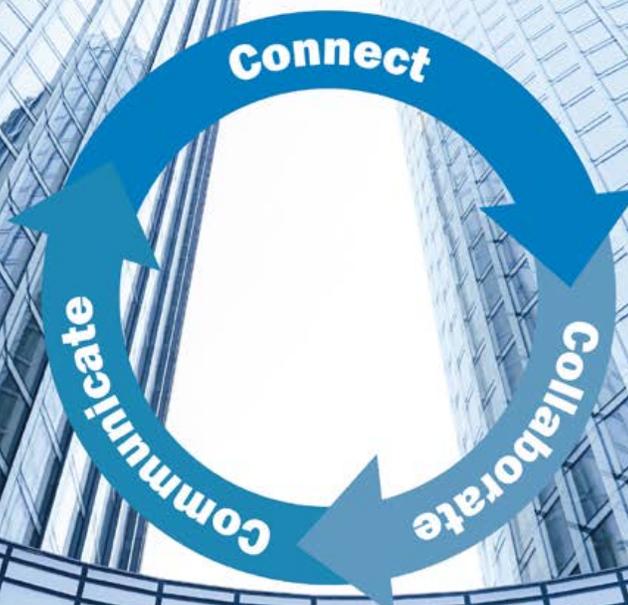
- Operational effectiveness
- Customer segmentation or market development
- Customer relationship management (CRM)
- Brand building
- Product/category development
- Marketing
- E-commerce
- Communications (Messaging, PR, Content, Digital Marketing, Social Ambassadors)

AIM includes a series of exercises to enable us to become completely immersed in the current state of your organization. The goal is to think critically about the unmet needs of your customers, whether they are distribution partners or end users.

It's a deep dive that helps determine the core purpose of your organization for your current and future customers. This clarity of vision leads to a “Purpose” statement that enables you to present your company's value proposition effectively and concisely. Once the purpose statement is created, it can be used for messaging, branding, and product performance deliverables.

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Accelerated Impact Module



Next, we build a plan. For this we use, OGSIM – a five-step process consisting of Objectives, Goals, Strategies, Initiatives, and Measurements.

The final step is execution. All items cannot be completed simultaneously, so we prioritize what needs

to happen in what order. This is particularly important with Strategies and Initiatives, since they directly feed into a team's workload and an organization's progress. The previously mentioned KPIs will provide a measuring tool and milestones. Positive results will energize the entire team!

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Prework

Series of Exercises

- Market Trends
- End User Expectations
- Distribution Expectations
- Departmental Presentations
- Competitive Review
- SWOT Analysis

Plan Development

Vision OGSIM Modeling

- Objectives
- Goals
- Strategies
- Initiatives
- Measurements

Execution

KPI's & Prioritization

- Development of KPI Scoreboard
- Prioritization and Timeline of all Key Strategies and Initiatives
- Measure & Adapt





Do you need help building or rebuilding a plan to achieve your vision for growth?

Reach out to:

Craig Martin, founder of C3Consulting, cmartin@c3cteam.com

Wendy Hogan, Marketing Account Manager, whogan@c3cteam.com

Learn more about AIM at www.c3cteam.com.

Read our blog and connect with us on LinkedIn:

<https://www.linkedin.com/company/c3-consulting-team>



Craig Martin: <https://www.linkedin.com/in/craigmartins/>

Wendy Hogan: <https://www.linkedin.com/in/wwagenbrennerhogan/>



C3Consulting (C3C) Resources

- 1) <https://go.forrester.com/blogs/the-ways-and-means-of-b2b-buyer-journey-maps-were-going-deep-at-forresters-b2b-forum/>
- 2) <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-b2b-digital-inflection-point-how-sales-have-changed-during-covid-19>
- 3) <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/these-eight-charts-show-how-covid-19-has-changed-b2b-sales-forever>



C3Consulting
Alpharetta, GA 30005
Phone Number (678) 392-2193
Marketing@c3cteam.com
Learn more about AIM at www.c3cteam.com.



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