



Drive Growth in Any
Economy and Market



Adjusting to mixed signals from the economy, supply chains, and the workforce, along with fierce competition as companies try to deliver robust and consistent growth, leaders are weighing their challenges and incorporating next steps. The extra strain of higher interest rates has the potential to impact manufacturers in significant ways. This could signal demand fluctuations and increased costs of financing, which may mean

putting a hold on capital expenditure purchases. The Fed's projection of rate increases potentially beyond this year and into the next could cause overall economic growth to slow.

So, what can leaders do to anticipate, plan, and prepare for growth regardless of current or future economic and market changes?



Evaluating what to do next beyond day-to-day operations is a key component to any step you take. One concrete step in the right direction is to staff up to fill labor gaps, finding new ways to attract and retain employees. It is critical that companies look more desirable as millennials are seeking a

good work-life balance, as well as opportunities for learning and development. Another avenue that some businesses are taking is to expand their automation to include more robotics and machine learning for better data analytics, which can increase productivity and reduce operating costs.

How can business leaders expect to grow? Start by reevaluating your current business plan or create a more comprehensive version. Before beginning, ask yourself these questions:

1. Are you able to generate the leads you planned to drive growth?
2. Is your go-to-market strategy working?
3. Are your sales reps selling product vs solutions?
4. Do you have the right sales organization to execute your plans?
5. Do you have the right solutions?
6. Is your business struggling to access new customers?
7. Are you having organizational challenges?
8. Are you confident you have the right messages?
9. Are you prepared for the digital transformation in sales, marketing, and channel?
10. Where are you seeing bottlenecks/challenges?



Defining Market Analysis to Create a Business Plan

Turning risks into advantages for a more agile approach requires that leaders perform strategic assessments, have discussions with the different divisions, access data analytics, and get to the root cause of the bottlenecks and challenges in the current situations. Turn risks into advantages for a more agile approach. Some of the best ways to make a step in the right direction is to start with a market analysis. Doing the good old fashioned, basic business planning documents that you learned in college, like the SWOT (Strengths, Weaknesses,

Opportunities, and Threats). This is a great place to start your business plan to help guide you to build on what you do well, address what you're lacking, seize new opportunities, and minimize risks. Next, create the OGSIMs or Objectives, Goals, Strategies, Initiatives, and Measurements. Again, this is basic Business 101, but many organizations lack this basic structure and/or do not produce an annual update. While it takes time to move teams off the day-to-day for such a process, the effort to make this critical investment each year is worth it.





Market Dynamics that Create Opportunities

To succeed in this competitive environment, you must differentiate to stay out of the “commodity trap”. Buyers or end-users always want the best price, and price will be the determinant in making a product selection. Price is important but creating value for your products and finding solutions to customer problems is more important. Sales teams usually sell

by price, it is unavoidable. But the teams who sell by solving challenges are more successful in long-term sales and driving volume. There are market dynamics that not only created the commodity trap, but they also created the opportunities to help differentiate your business from the others.

Growth is Achievable Regardless of Economic or Market Changes

Growth can be found in many ways whether you build the sales funnel, utilize software to manage customer relationships or sales enablement, or create a plan and follow the initiatives to evaluate the Key Performance Indicators (KPIs). Here are some steps to take to prepare your organization:

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 C3 Team

C3 Team 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. C3 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)

C3 equips you to Take AIM through a series of exercises leading to clarity of vision and 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.

1. ASSESS - We CONNECT deeply with you and your team 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.
2. IDEATE - We COLLABORATE to build a plan using OGSIM – a five-step process consisting of Objectives, Goals, Strategies, Initiatives, and Measurements. Along with the business plan, the purpose statement can be used for messaging, branding, and product performance deliverables.
3. MAXIMIZE - We COMMUNICATE in an ongoing partnership, bringing awareness and accountability for sustainable success. Because all items earmarked for transformation cannot be completed simultaneously, 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.

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

Reach out to C3:



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