



# Transform Your Business to Achieve Growth



Take steps toward change that accelerate growth

Transformation is never easy. But who says change is the enemy of growth? Regardless of the economic climate or market trends, there are steps business leaders can take to initiate change and stay ahead of the competition.

One of the 'constants of change' in today's world is the necessity to flourish in the digital realm. Face-to-face and great customer relationships will always be important in driving business growth, but thinking outside the box is critical to future success. How do we expect to move forward and grow our business without staying agile in the midst of external changes?

Preparation is key. Being predictive is even more vital. Contingency plans are no longer optional. It's time to transform our thinking and reevaluate what we must do to stay relevant.



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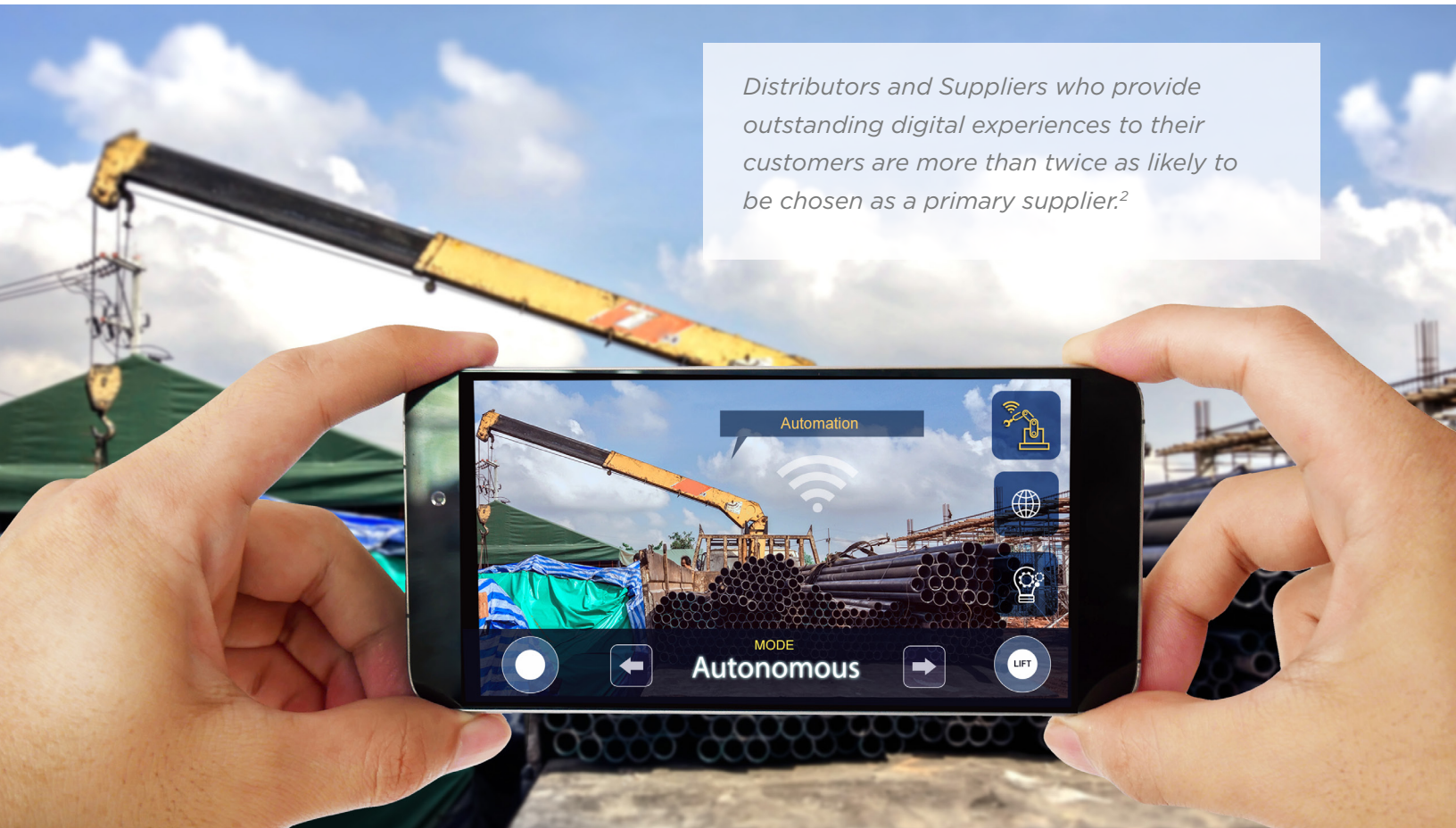
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While the B2B Buyer Transformation may have been unexpected, successful businesses learned to adapt in order to survive the realities of COVID. Awareness and acceptance of this radical shift in the basics of business has created exciting new opportunities to thrive.

An agile and flexible approach to change can transform an otherwise uncomfortable mystery into an intriguing scenario in which to expand and succeed. So, how do we move from hesitation to acceptance to acceleration in the midst of such divergent realities?

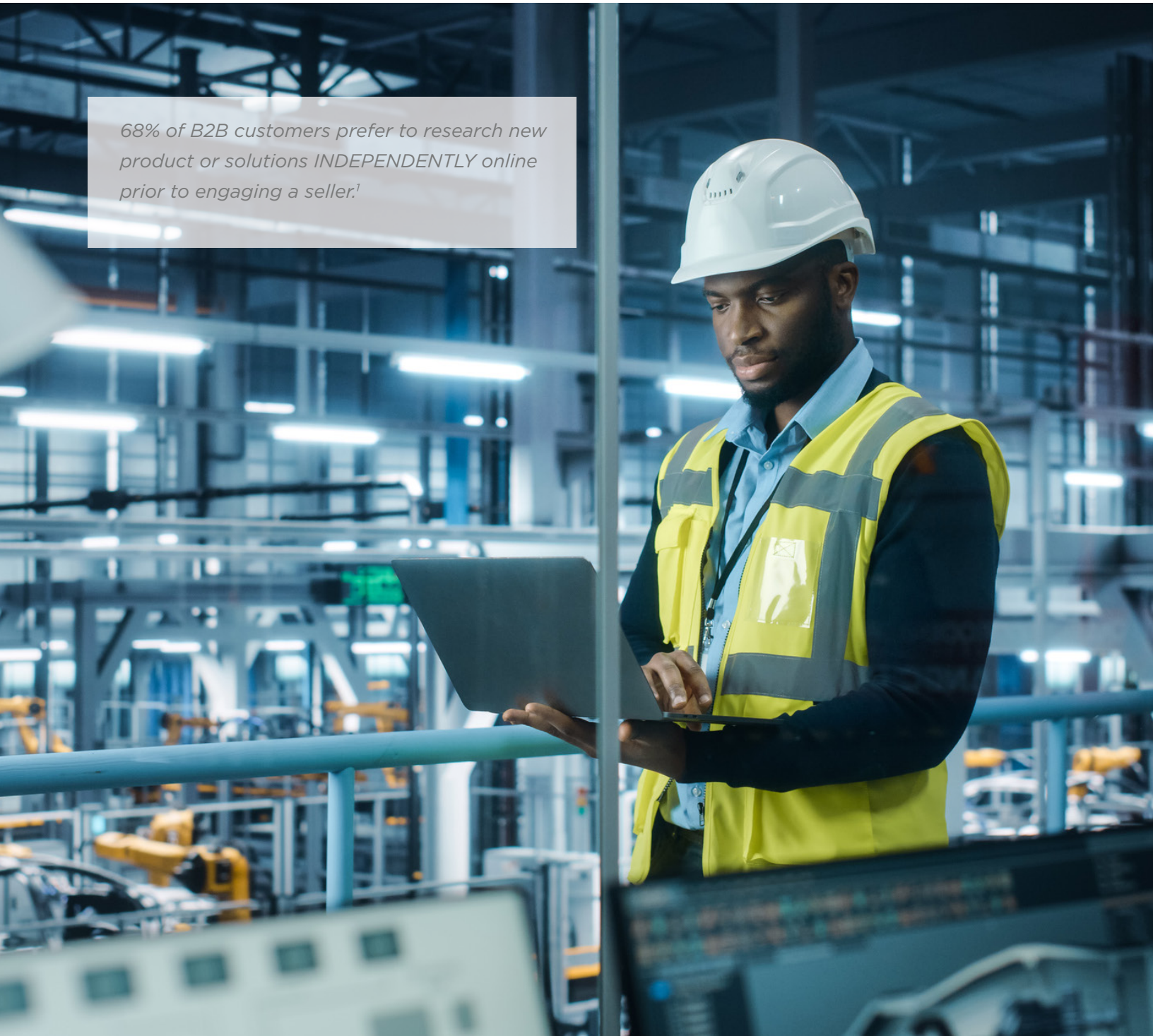
*Distributors and Suppliers who provide outstanding digital experiences to their customers are more than twice as likely to be chosen as a primary supplier.<sup>2</sup>*



## Preparation is a must. Below are some statistics to guide the decision process for transformation:

- 68% of B2B customers prefer to research new product or solutions INDEPENDENTLY online prior to engaging a seller.<sup>1</sup>
- Distributors and Suppliers who provide outstanding digital experiences to their customers are more than twice as likely to be chosen as a primary supplier.<sup>2</sup>
- 70% of B2B decision makers prefer remote human interactions or digital self-serve in identifying, evaluating, ordering and reordering than in-person.<sup>3</sup>

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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 the present 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 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 Method (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.



Our Accelerated Impact Method (AIM) is a three-phased approach in which we Connect, Collaborate and Communicate with you to develop a detailed plan that supports your vision for growth.







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

Reach out to:

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Learn more about AIM at [www.c3cteam.com](http://www.c3cteam.com).

# Read our blog and connect with us on LinkedIn:

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

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## C3 Team 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>



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