



Best Practices for Creating Demand and Managing Change

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1.5 Continuing Education Hours.**

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- Attend 90% of this presentation
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Current Situation: where were we pre-2010?

- **Market:**
 - Price & profit squeezed by increased competition & excess capacity
 - Marketplace trying to commoditize our products (Amazon, Grainger, web stores)
- **Product team:**
 - Features & benefits – little differentiation
 - Internal focus
- **Sales team:**
 - Distributor focused – transactional (price, delivery, expediting)
 - Generalists: (50+) product lines
 - Lacked sales tools & technology (CRM, Project Tracker, Mobile Apps)



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So what did we do?

- **Leadership:**
 - First – we had to admit we had a problem!
 - Needed to shift our business strategy – Identification of vertical markets
 - Commitment to add or reallocate resources
- **Sales team:**
 - Competency – did we know how to create demand?
 - Change – could we make the transition?
 - Help - Revenue Storm was identified as the best fit with the most aligned plan and tool kit
- **Marketing Team:**
 - Identified vertical markets – size, T&B potential, growth, accessibility
 - Created a marketing team – conduit between Sales and Product Management (MDMs)
 - Subject matter experts – strategy, collateral, tools
 - Songwriters
 - Trainers – how to call on the vertical markets



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Go To Market Strategy



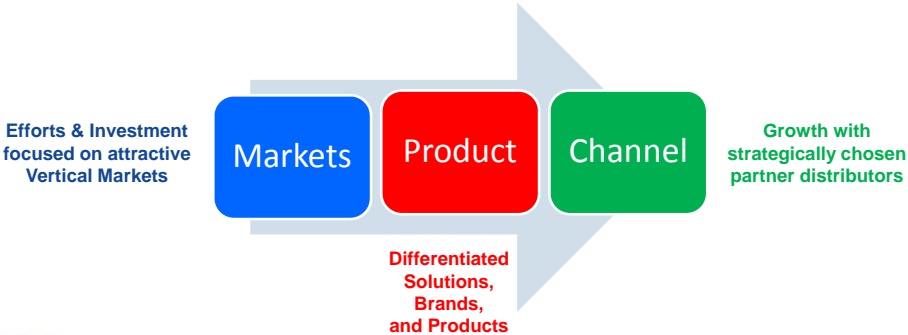
A Go-to-Market Strategy is a purposeful and defined strategy to serve clients, win market share, and outperform the competition. It connects the Business Plan to the client.

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RevenueStorm
The Business Transformation

Go To Market Strategy

Profitable Growth in Targeted Vertical Markets by becoming more Valuable to our Customers



Efforts & Investment focused on attractive Vertical Markets

Markets

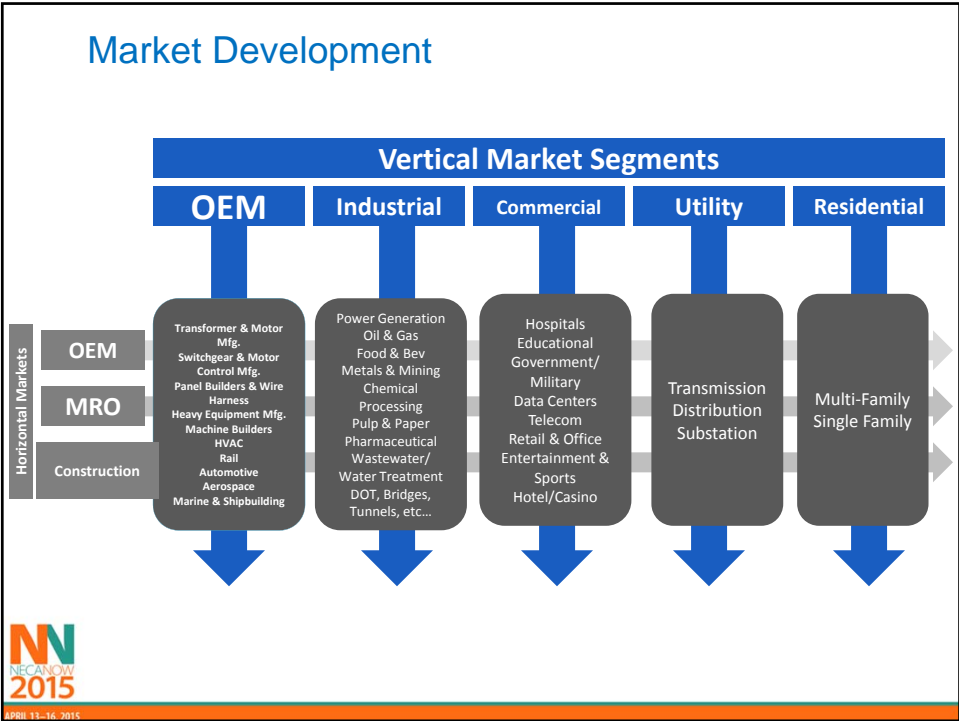
Product

Channel

Growth with strategically chosen partner distributors

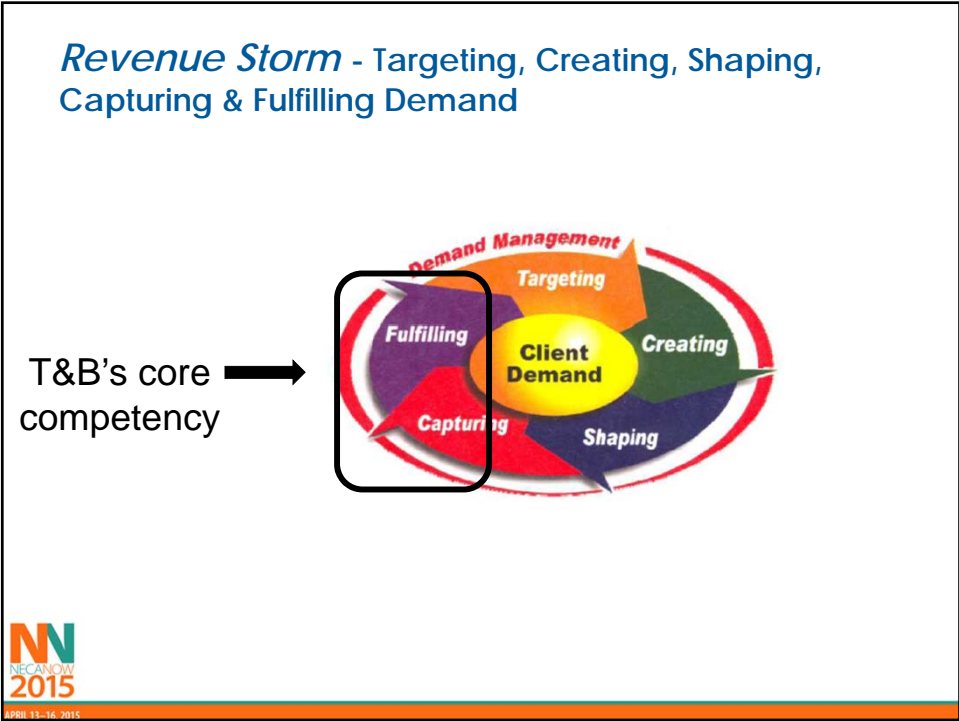
Differentiated Solutions, Brands, and Products

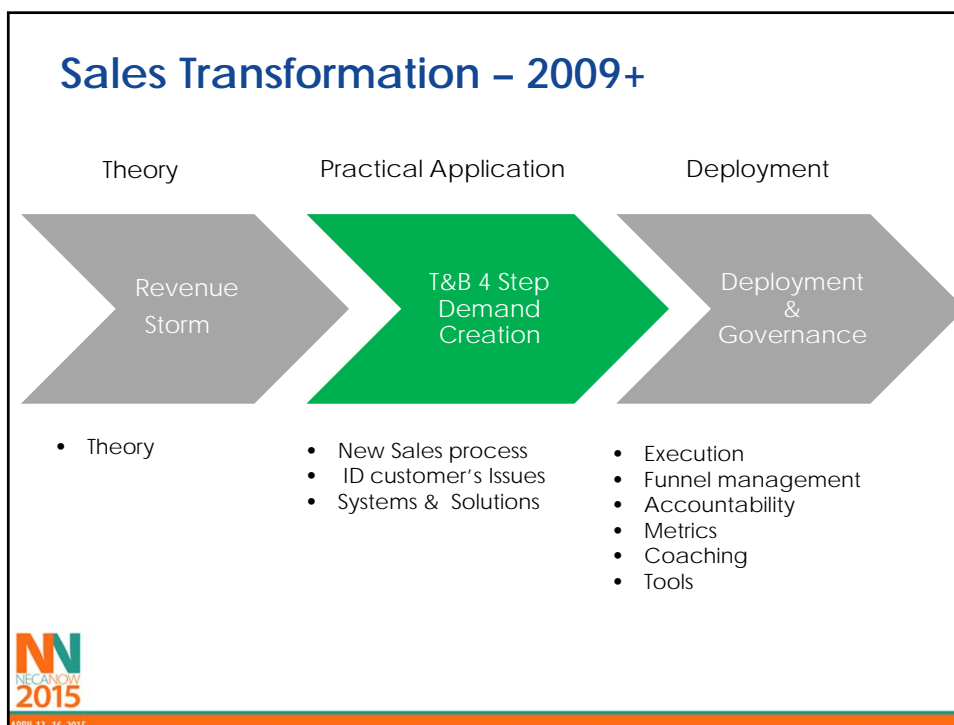
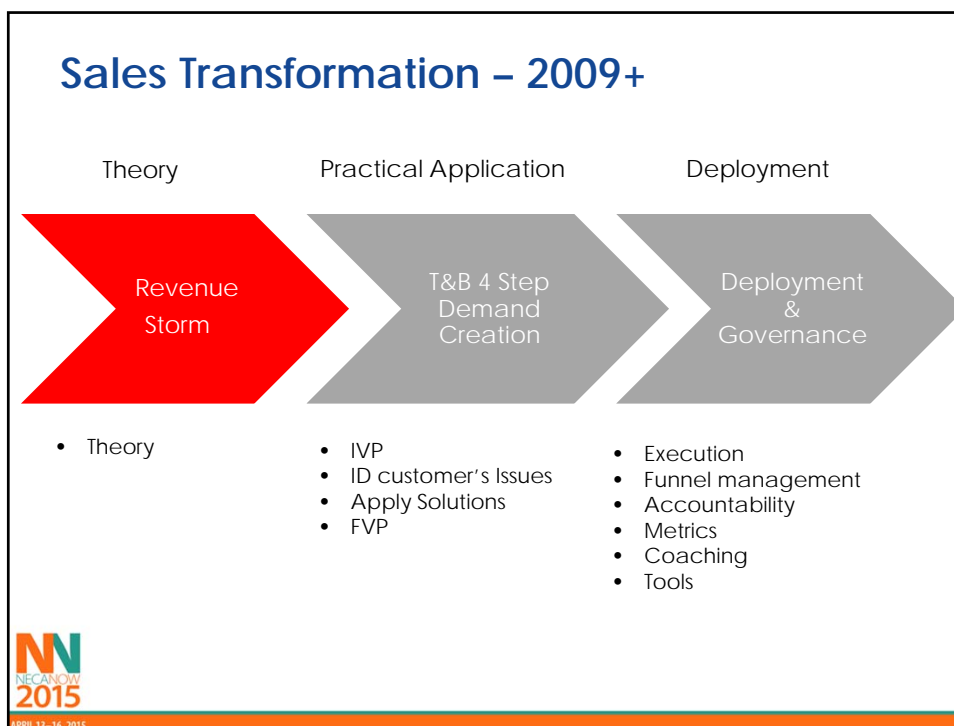
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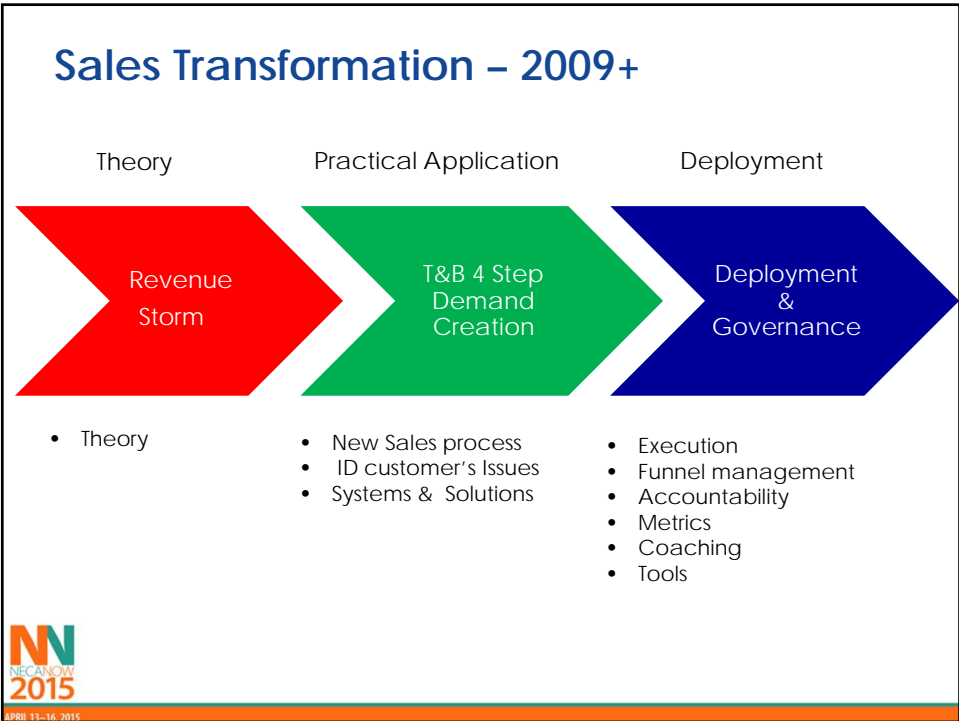
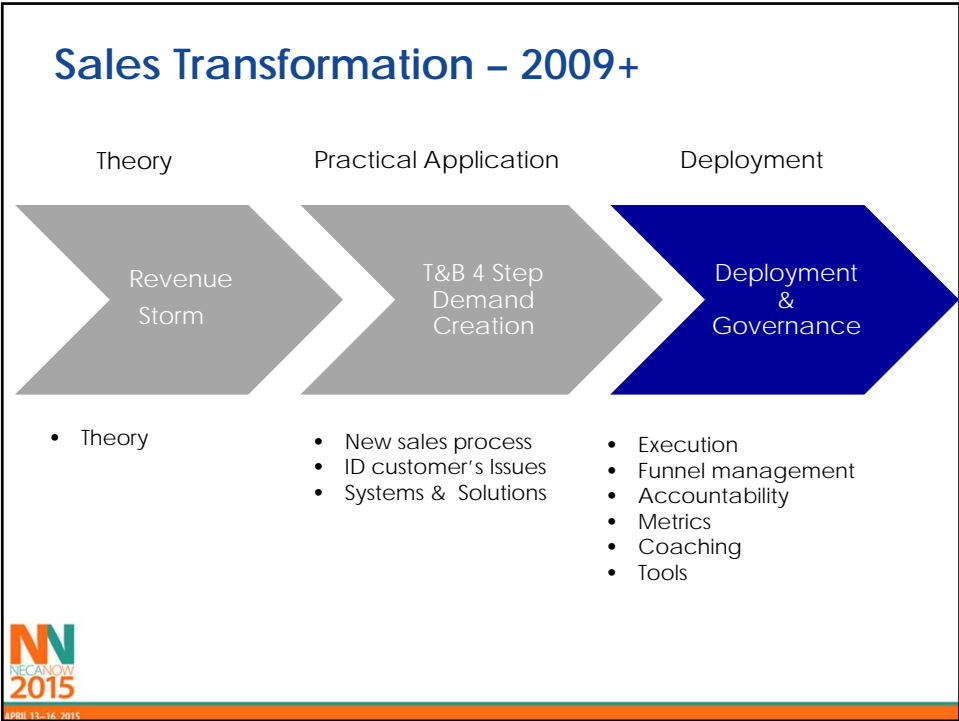


After defining our strategy & our target market how do we attack?

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Sales Funnel Management

Project Tracker



- Targeting & Creating Demand
- Projects by Vertical Markets
- Methodical process
- Helps Manage Wins/Losses
- Drives:
 - Discipline
 - Accountability
 - Profitable Growth



Tools to Support The Strategy

10 Total Projects

11 Key Projects

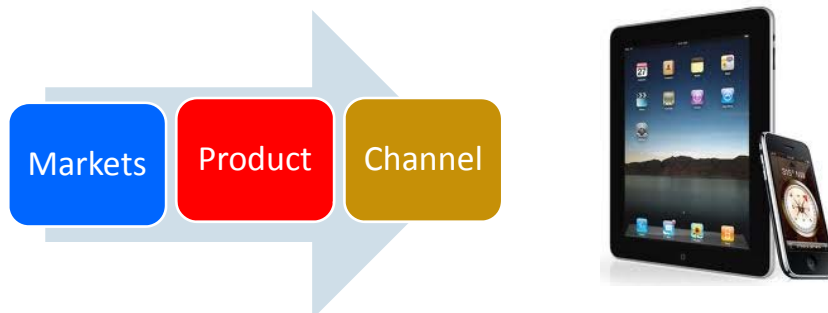
\$279 MM of T&B potential

- Commercial \$179 MM
- Industrial \$43 MM
- Utility \$57 MM

2010

Thomas & Betts
A Member of the ABB Group

What would a Mobilized GTMS look like?



Expectations for Winning

- Time Allocation...Fulfillment in Proportion
- Total Project \$'s
- Storm Tracker and
- Systems & Solutions
- Sales Calls



PROJECT PROCESS & CURRENT STATE



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Change Management – Overview

Awareness of the need to change?

Desire to make the change happen?

Knowledge about how to change?

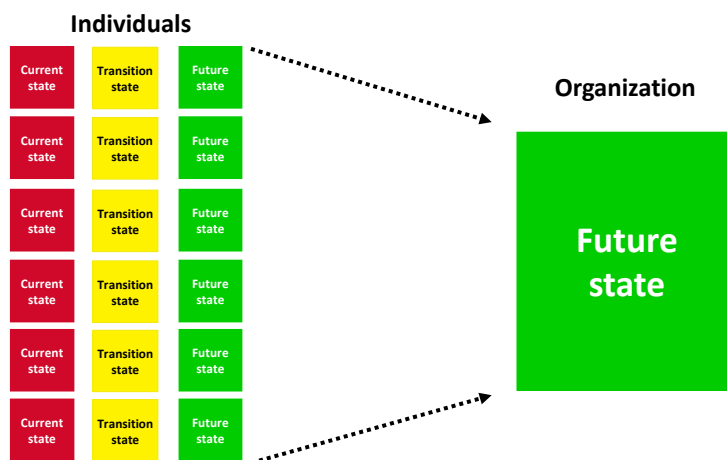
Ability to change?

Reinforcement to maintain the change?

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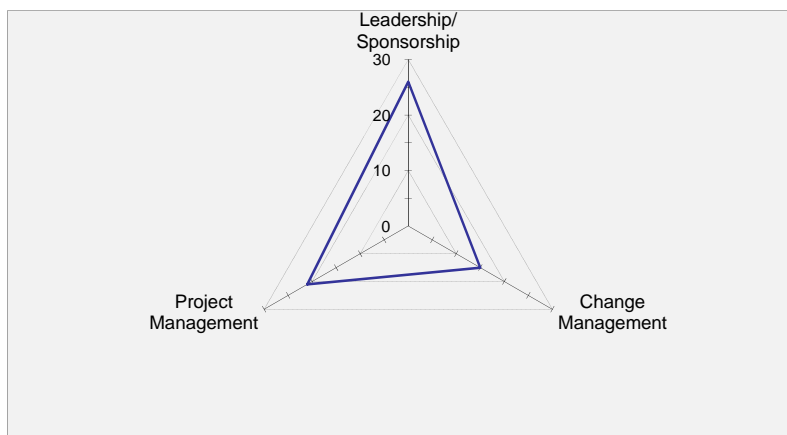
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Organizational change requires individual change



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Are we ready to change ?



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Change Management – workshop

Awareness of the need to change?

Desire to make the change happen?

Knowledge about how to change?

Ability to change?

Reinforcement to maintain the change?



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Questions

Up Next: Interactive Break in the Mezzanine

- Taking Your Company's Safety Training to the Next Level: Augmented Reality
- Personal Branding for Professional Success: Leverage Every Employee's Digital Footprint
- The Lost Art of Listening
- NECA Manual of Labor Units
- The Value of Membership



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