

How to Align and Engage Your Sales, Marketing, and Business Development Teams by Bharani Nagarathnam

Introducing Bharani Nagarathnam (00:00-01:19)

Welcome to the DCKAP E-Summit of Spring Edition. Hopefully everyone's doing okay. My name is Tim Diep on the customers and I am the customer success Manager at DCKAP and I will be hosting today.

Next we have Bharani Nagarathnam. He's a social director in instructional assistant professor at Texas A and M University, and he'll be talking about distribution digital transformation.

Also about how to align and engage, sales, marketing and business abilities. He is an associate director of master of industrial distribution at the industrial distribution program that Texas in the university, teaches graduate and undergraduate courses and has more than 20 years of experience in teaching, applied research and business development.

He has worked on applied industry projects and development programs for more than 100, industrial distributors and manufacturers. He runs the talent Development Council that works for all cell distributions on talent, acquisition, management and development practices. So like the welcome up, Dr Bharani.

Starting on business transformation (01:16-02:39)

Thank you, Tim. Thanks Karthik and DCKAP for the opportunity to share some of our research on experiences.

You had a lot about platforms, processes and products. My presentation is going to be on people. Especially sales and marketing talent. For those of you who don't know about Texas A & M university, we are one of the oldest and largest distribution focused educational programs in the U. S.

You have more than 1000 undergraduate students who study industrial distribution, which is in progress,

We also have a master's program built for working professionals called a mighty It's been running for us, but for 20 plus years, in fact, one of the upcoming speakers, Brandon Hagen is a graduate and an undergraduate of our university.

Distribution Digital Transformation (02:40- 02:52)

Let's discuss the next three levels about business transformation. We heard a lot from the speaker's earlier regarding some of the fundamentals of ecommerce. They must have right? To have a great search for product information, pricing and so on. These things are essential, if you want to move your company off forward in a digital environment, then you have the differentiators.

Differentiators (02:53-05:33)

Right personalization. Think of Netflix, or Amazon, you get to see things based on your preferences. Customer segmentation because that customer stratification

You segment the customer based on a number of criteria based on that you can apply the pricing rules and shipping rules.

Many, many, many things and put me in that environment. It is easy to do that.

Then, if you if he had the ability to provide a course or of even project building ability for customers to upload their Bill of materials to generate their bunch of catalogs.,

That you have that big to be a store friend inside and a company's upper chasing procurement center. So all of these things help your company become a differentiator?

Right. So finally, The competitive advantage comes from doing a certain number of things, but what is the competitive advantage? Competitive advantage is one of the two things. It could be- one your competition can't or want to do. That's number one. Your competition can do it, but you can do it cheaper, faster, better.

Right?

Most of the companies are in that group that want to create a competitive advantage. Most distributors want to create a company of advantage for themselves.

How to stand out? (05:34-07:06)

Then, we heard about Omni Channel.

Contact a customer if they walk into the store, if they are calling on the phone and if they ordered online using, they should be able to get the same pricing and be able to access the same service. Then, we have the value added service things like being able to develop capability designed solutions.

That you help. Your customers are designed so as an example that there's a company called Artists Components. They have a platform for design spar. The engineers can design Elektronik competence and generate the bill of materials that extend today. That's right. You are right, so see the integration.

Bye transactions on the online about transactions on the customers abiding by behavior edge points, Collected and analyzed on used to improve the company. So, we hear a lot about customer experience and the discussion has shifted from customer service to experience.

Help make distributor's profits (07:06-09:29)

So anything that we can do? I think Karthik mentioned this earlier to reduce friction, to make customers more successful and help make distributor's profits.

So how do we get there? Remember all that topics we're talking about regarding eCommerce, value creation, are only strategies on a paper.

Right, People execute your plans. So

People are very, very important. The speed at which your company and group It's only dependent on your hip. In today's economy, everything else has been a second. You and your competition have access to capital. Access to technology access to supply us.

Right.

The only differentiator is people. Value of human resources is often underestimated. It's typically a shift stone in the panel as an expense.

I don't know what to be found on the balance sheet as an asset, right? So, for good reasons. Growing your own talent to achieve critical information is a better idea.

So, we recommend that you live with your business plan to meet your people's plan in order to grow. So, studies are very, very important to be able to achieve your digital transformation.

Align and engage your sales driver (09:30-13:36)

So some of those things to consider to make your distributors stand out is to rethink the strategy. During the pandemic, a lot of the outside sales started doing what the inside sales were already doing behind the door. We see many distributors beginning to assign smaller accounts to inside sales to be able to make outbound calls, etc.

Add role clarity in your sales experience. What is the role of the inside and what is the role of the outsides? And when a customer calls with a problem whose responsibility it is? And when you have a lead from marketing, whose responsibility it is.

I think Matt Matt brought up. This important point is addressed to the account on a ship on the commission, a structure in order to incentivize your sales force.

To drive the customers to know. And nudge your customers to use your eCommerce website. They can look up the price and look up the availability and their previous orders. That relieves the time from your sales professionals to focus on other activities.

Right, so incentivize the sales teams to encourage customer behavior.

When somebody calls but pricing you can, if the sales force should be incentivized to say, can you know that you can get an instant uprising on our app. So we recommend that you focus on hiring the right talent on developing them on retainer.

You cannot achieve excellence in your organization with mediocre talent.

I mean, having said that, there are many things you can do.

When it comes to hiring people developing talent,

It's about 10 different things that are advised by companies regarding that position.

A different thing on management. But the advantage is just one thing for the sake of this presentation.

Jobs and titles(13:37-16:10)

Although job titles on carry it back, So this is really for

How do you recruit Millennial on Gen Z Entry level sales Professional

Right, so I wanted to give you a perspective. The next generation of talent. What are their aspirations, needs and wants? Right, according to the Bureau of Labor Statistics. The immediate tenure, in the U. S. Is 4.1 years. I mean, when you're looking at the end of people, it's all about what do you want?

Look in the generation want

Passionate piece to learn. I think Karthik mentioned that feedback and appreciation. Right. This is all the things that are driving the next generation of talent needs.

So this could be your destiny. This manufactured us. How can we attract qualified individuals to join our sales force right? One thing to do again. This is one of many things to rethink your job titles and career paths. It is going to be difficult to recruit a 4 year graduate as a sales trainee.

It's more intimate.

Oh, Are driving the next generation of talent meets so as this to do, that's an industry of manufacturers.

So I wanted to share with you that when you give me the job, job titles and job descriptions and other things that go along with that.

Any improvement in the title being able to make fruit attracts the right candidate because a job that is so important for a millennial. Maybe for somebody old school like me, or maybe some of you it's more about compensation and growth, but for younger people that is very, very important.

Things to do as a company (16:11-18:14)

And as a company if you don't have a career path, that's also going to be a challenging one of the reasons why it believe because they cannot see What is that next chapter. So, I wanted to share some of the sample job titles that we encourage you to look into so that people get advancement opportunities.

So I wanted to share this one real life example. This is from a distributor called Ryerson and they are one of the largest metal distributors.

This is how they have reinvented that inside working.

That insight safety they're no longer called inside sales of customer service.

They have changed the names to be more customer focussed and clearly defined their roles. You come into inside sales. And if you are successful, good. You're going outside, since you can have a long career in inside sales and they're doing the same for the outside. You see the names that they're using, and the roles that they're developing. They have developed the competencies. The training

So I just wanted a quick moment to share that one thing that you can do.

It could be, you have an action item that you could take on today.

Career paths are very important (18:15-19:40)

Career paths are very important and you try to find the clue to end in person when they ask, What is my next level? And if your responses if you work hard enough, and if you work long enough what things will happen? We have to take it. You don't have a career path.

So it's very important that you develop that.

So when it comes to hiding the top talent, you're not competing with other distributors. You're competing with everybody on no one thing is going to make a significant difference. So they encourage you to benchmark your practices.

Continuously innovate, especially in the states on marketing areas in order to achieve your digital transformation strategies.

So I just let it quickly be worked very deeply in this area of talent acquisition and development to the talent development, a constant. Right now we have about 25 distributors that we work as a group. Get interested in more information contact with that. I wanted to turn it over to Tim.

Wrap up

Thank you so much, Dr Bharani on your slides about this distribution, digital transformation and just the extra insight on the crew growth. So thank you so much for that. That's all we have for now, and hopefully they get to stay tuned for next week's summit in November. We do have these sessions on a monthly basis. Specific case study examples, I think the one for June will be more on the Jan San industry. Thank you guys so much for your time, and you guys get to stay safe out there.