



BETTER TIES, BETTER SALES

Enhancing Your Partner Engagement Experience to Boost Sales

As traditional businesses across industries have moved towards more versatile digital solutions over the last few months, there have been interesting insights on how businesses incorporate significant changes, differently. Taking to digitisation for sales growth and workforce experience has become imperative as businesses engage digitally with everyone including digital partners, sales team and employees. So how do they go about with achieving these goals?

Mr. Walter Ruckes, VP Sales and Channel Engagement, BI WORLDWIDE, Mr. Rohit Lamba VP Sales, Head Branding, Jindal Steel and Power LTD and Mr. Anirban Mukhuti Head Marketing, Saint Gobain, Gyproc shed light on building digital capabilities and solutions for the virtually connected sales teams and channel partners, in this rapidly changing market.

BRINGING ABOUT A CHANGE THAT WE CAN SUSTAIN

A ROADMAP FOR SALES ENGAGEMENT

By Mr. Walter Ruckes, VP, Sales and Channel Engagement, BI WORLDWIDE

“Going Digital revolves around knowing, feeling, and doing. We believe that the awareness stage (knowing) of a problem or situation builds the framework for the understanding and acceptance stages.

THE EMOTIONAL DECISION OF WHY A CUSTOMER CHOOSES YOUR COMPANY OR YOUR BRAND AND HOW THEY HELP YOU SUSTAIN IT, LEADS TO THOSE ACTIONS.

Be it proactive innovation or reactive innovation - sometimes people react to market conditions and are forced to innovate. This concept is often used with customers to bring about a change and sustain it.

Digital engagement success - A Case Study

Global Medical Device Company

Global Medical device company launched a product in UK and Europe early this year, where they conducted a live event that was a huge success. Sales people were brought together, demonstrations were conducted, following which representatives went back to their cities and awaited approvals to begin selling the products individually. As the company planned a staggered rollout in USA and Asia Pacific, the pandemic changed everything, but the company's objectives didn't. The offline plan transformed into a virtual activity that went on for 3 weeks instead of 3 days.

Pre-event

- Pre-launch material, date reminders and elearning modules were sent out
- A pre-training session with gamified challenges were conducted to up the engagement and analyse participant behaviour
- The headquarters were converted into a studio set up to match the event feel
- An app was designed where participants could view the daily agenda and updates, and interact with each other
- A care package was sent so they could touch and feel the product, like they'd have done offline



Mr. Walter Ruckes

VP Sales & Channel Engagement,
BI WORLDWIDE

During the event

- Tech experts spoke about the event
- A mastery challenge was set up where participants mastered the selling points of the products
- Plenty of challenges and activities kept them engaged while learning online, as well

Post-event

- Awarded winners with wearables, masks, jackets, badges and certificates to celebrate their achievements and participation

Learnings:

- With the activities being well paced out over three weeks, participants were engaged without getting tired.
- The app designed was well used for interactions and to share experiences about the product
- The mindset and low expectations around virtual learning changed in a matter of three weeks

ALL OF THESE ACTIVITIES CULMINATED INTO REPRESENTATIVES' CONFIDENCE SKY-ROCKETING, GOING FROM 10% IN THE INITIAL PHASE TO 91% BY THE END OF THE EVENT.

SEEING A SHIFT IN THE BEHAVIOURAL DYNAMICS

SIMULATING EMOTIONS WITH BETTER USER EXPERIENCES

By Anirban Mukhuti, Head Marketing, Saint Gobain, Gyproc



Right now everyone's in a recovery mode, with digital playing a crucial role in business. At an emotional level customers and channel partners are always wondering how to trust a brand or whether the brand will stand by them. At Saint Gobain we try to address this, with our core philosophy which revolves around Transformation Of Spaces Made Easy - an experience that simulates emotion.



Mr. Anirban Mukhuti

Head Marketing, Saint Gobain Gyproc

Evolving sales processes

While there isn't a huge change in B2B because decisions are multi-stakeholder in nature, the only challenge now, is bringing everyone on the same platform due to social distancing norms. This changes how you influence your decision makers and build a strong online connect. B2C, however, gets simpler because it has gone digital already and the current situation has given impetus to digital growth.

Design tools and technology available offer a personalised experience as people are evolving and are more accepting of the tech-based world.

Powering with Rewards and Programs

If you look at a loyalty program, there is a concept called value drivers. These are functional drivers which are point based rewards. The second aspect to these programs is the emotional one, where you help someone grow their business. The third is application based and life changing, when you inspire them to voluntarily be a part of it.

ORGANISATIONS NEED TO FOCUS ON ALL THREE ASPECTS OF LOYALTY PROGRAMS AND THEN INTEGRATE THOSE BASED ON WHAT WORKS BEST FOR THEM.

Another feature in terms of adapting to the behavioural shift and reaching out the audience is via apps that have phenomenal downloads, because that is where your audience is. Everyone has adapted to technology, even in hinterlands where connectivity is weak, but people's tech knowledge is strong. Find a way to reach out to your audience with the right tools and right formats, and they'll certainly respond.

The road ahead

IF A BUSINESS CAN PROVIDE THE BEST POSSIBLE USER EXPERIENCE AND VALUE FOR MONEY PROPOSITION, WHILE OVERCOMING THE ROADBLOCKS, IT WILL EMERGE A SURE WINNER.

Many companies have succeeded in doing that because they prepared themselves, pre-COVID and simply accelerated their journey now.

DIGITISATION - A MANIFESTATION OF MODERN TIMES

EMBRACING A HOLISTIC APPROACH TO ENHANCE EXPERIENCE AND BOOST SALES

By Rohit Lamba, VP Sales, Head Branding, Jindal Steel and Power LTD

“Smartphones all around have given individuals the pedestal to access information at any time, anywhere. As an organisation who is predominantly a leader in steel and cement, we wanted to harness this medium and build a network with all our customers and influencers.

Reaching out to your audience

At Jindal Steel, we transcended from sharing information on a conventional medium to a completely digital presence, and are using the same digital platforms to reach out to our channel partners and influencers.

TODAY 70% BUSINESSES WORLD-WIDE HAVE MOVED FROM CONVENTIONAL TO DIGITAL AND IT ISN'T MUCH LONGER BEFORE THE OTHER 30% MOVE ONLINE TOO

A good example would be a retail product, cement, where the database is kept informed about the latest innovations incorporated, new qualities launched, difference between grades of cement and more, because there is no threshold to the information you can provide to customers and build a connect.

Learning programs for channel partners

Loyalty programs are at the cusp of transformation as business plans are now divided into a pre-covid and post-covid world. As money is at a premium, what matters is increasing the emotional index of the customer, which is paramount. Rewards shouldn't be all about monetary benefits. Your loyalty program may be similar to your competitor's, because that's a given, but what makes you stand out is how closely or emotionally connected you are with your customers.

Varied sales processes

Online customer orders which reach them instantly are another good way to improve the online engagement experience and boost sales.



Mr. Rohit Lamba
VP Sales, Head – Branding,
Jindal Steel & Power Ltd

Customers are willing to listen to you if you provide value added information for what they are investing in. Educating better builds trust between salespeople and customers. However, incorporating logistics should also be focused on, equally. With COVID, businesses are driven towards enhancing capabilities and pushing the envelope to reach more consumers. Innovation is something that we should all be committed to and ready to embrace. That's the key differentiator to earmark yourself in a certain product category. Don't challenge others, challenge yourself.

Business continuity, today, seems impossible without digitisation in place and if organisations want to survive and thrive in these conditions, they must adopt modern ways to interact with their sales channels, partners and employees. With the pandemic, companies have already begun to incorporate significant changes and digital learning to enhance engagement and experience is just one of many.