Overview and Need

The digital era continues to evolve. Recent advancements have created capabilities to handle more and more complex information driven environments. To date, information automation has focused on environments where data accuracy is critical and, therefore, controlled through increasingly disciplined data governance. Sales, expenses, cash flow, and other items critical to the company’s financials have been captured by Enterprise Resource Planning (ERP) systems. These systems have acted as the firm’s historian to ensure that investor interests and other legally required reports are accurately captured.

As these critical information processes are fully enabled, the digital distributor is moving their focus to customer engagement, value added services, and other sources of competitive advantage. The view is shifting forward (market driven) instead of backward (historical) and digital processes are becoming tools for business development.
Industry Participants

Consortium Methodology

1. Sales Process Mapping
   » Questionnaires, interviews and Visits/Webinars
   » Mapping current practices of the firm

2. Evaluate the Impact of Digitization
   » Benchmarking digital organizational capability, salesforce structure, e-solutions & digital tools

3. Assessment Process
   » Consolidate the initial research
   » Assessment based on documented best practices

4. Final Workshop
   » Consortium findings and frameworks
   » Feedback and recommendations

Others are still in the initial research phase.
Process Mapping & Assessment of Current Sales Process

Texas A&M - READ Center conducts comprehensive interviews and discussions to gain a thorough understanding of the firms' digital practices, before mapping them to the various assessment tools and frameworks. Along with participant firms, the research team conducts internal discussions and meetings to understand the company's perspective regarding digitization. The process mapping is done with the purpose of understanding:

» How are leads or potential customers identified or how are new opportunities from existing customers are discovered?

» How are leads categorized based on key criteria, and what kind of sales and marketing approach will be the most effective for high conversion rate?

» How are leads nurtured and how can these activities be performed through the alignment of the sales and marketing teams using proper lead scoring practices?

» How are solutions formulated for the customer, effectively closing the sale?

» What are the value-added services and post-selling activities?

» How are strong and enduring customer relationships established and maintained?

Evaluate the Impact of Digitization

The research team focuses on analyzing the areas that are crucial in the firm's digital transformation, such as:

» Utilizing automation, digital tools and training to improve effectiveness of the salesforce to resolve more complex problems and provide data driven solutions.

» Managing the transition to digital business, mostly with regards to the integration of new digital technologies, having robust data governance and building rich content through product information management.

» Effectively making decisions with intelligent planning made possible by utilizing artificial intelligence (AI), business intelligence (BI) or other analytical tools.

» Evaluating the impact of automation in the sales and marketing functions.

» Assessing the development and deployment of cutting-edge services that leverage digital technologies and tools to deliver greater value to customers.

» Conducting analysis of company profits and revenue streams to determine whether the investment(s) made in the digitization process will be worth the cost.

» The creation of a customer journey that optimizes efficiency while increasing customer experience.
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[157x554]Competitive Advantage
Building Capability for Distributor
Strategic Planning for Growth
Optimizing Supplier Alignment
Optimizing Distributor Profitability
Inventory Stratification
Optimizing Business Analytics
Pricing Optimization

Industrial Distribution program in the
Number 1

WHY WORK WITH US?

1-5 Days
Program duration is

For more information, please contact Patrick Dolan at readcenterinfo@tamu.edu.
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