



Closing Sales Competencies Gaps Through Sales Enablement

Hosted by:

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SOLUTIONS

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TODAY'S DISCUSSION

- Key sales competencies
 - ✓ Business insights
 - ✓ Industry insights
 - ✓ Financial insights
 - ✓ Tailoring the message
- The role of sales enablement and others
- Insights on closing gaps



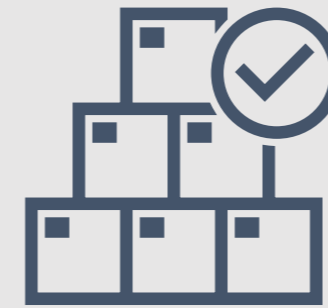
Business Acumen

- Business model
- Goals and strategies
- Executive compensation

Business Insights:

Goals & Strategies

- Long-term organic sales growth of **3%-5%**
- Gross operating margin **expansion**
- Generate savings to reinvest for growth and improve bottom line (annualized saving **\$90M - \$110M**)



Accelerate frictionless commerce

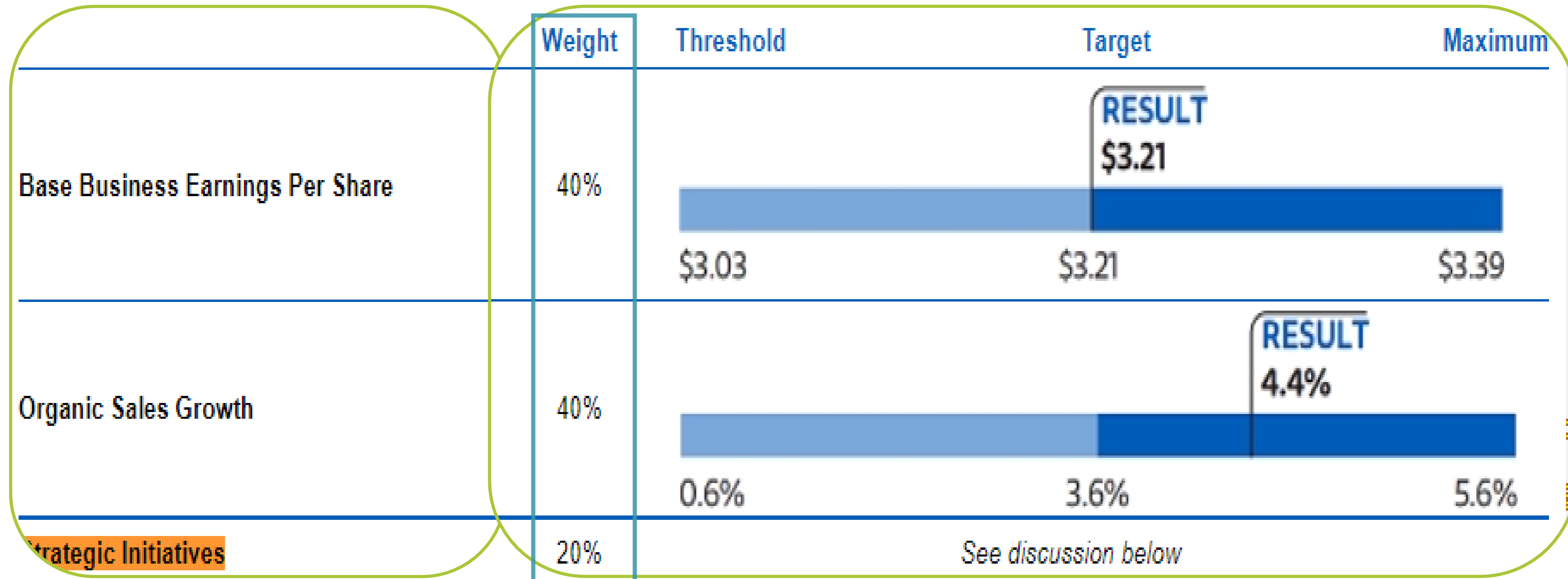


Streamline company's supply chain



Advance cloud platforms for marketing & advertising, technology & analytics

Executive Compensation



Industry Insights

- Macro and internal factors
- Disruptors
- Risks

Industry Insights Example

External / Macro Factors

- **Climate Focused and Sustainable Sourcing Practices**
Companies are committed to sustainability-focused objectives such as investments in reusable packaging and bottles, deforestation prevention initiatives, sustainable palm oil sourcing efforts, and climate-smart farming practices.
- **Consumer Preferences**
Companies are focused on meeting changing consumer preferences with unique, healthy, natural, and ecofriendly products, that are a good value with omnichannel availability.
- **Hybrid Workplace**
The pandemic has forced employers to rethink their workforce model. Companies are embracing the hybrid in-office/remote workplace to ensure employee satisfaction and retention.
- **Regulatory Compliance**
Regulatory compliance plays a significant role in the CPG industry. Environmental and consumer protection groups monitor the

Business Model / Internal Factors

- **Product Development**
Leaders capture market share in this fast changing industry, with new and unique products, tailored to consumers, that will build brand loyalty and customer retention.
- **Omnichannel Strategy**
Industry leaders are implementing omnichannel strategies to reach the consumer across channels, gather valuable data, and ensure a seamless customer service experience.
- **Cybersecurity**
Companies are upgrading cybersecurity systems and leveraging data analytics and predictive modeling to address the complexity of connected equipment and systems to mitigate risk across the organization.
- **Strategic Partnerships**

Market Disruptors and Trends

- **Digital Transformation**
Industry leaders enlist emerging technologies to transform operations and omnichannel strategies. AI, digital consumer engagement, and automation are some of the trending tools.
- **Cloud Computing**
Companies are adopting cloud or hybrid computing platforms to analyze the massive amounts of data collected, enable digital transformation, and support visibility into supply chains.
- **Big Data & Advanced Analytics**
Operations are leveraging data analytics to quickly analyze digital behavior and execute cross-channel digital marketing campaigns designed to engage, upsell and cross-sell to consumers.
- **Artificial Intelligence**
Businesses are utilizing AI for customer service chatbot technology to provide answers 24/7, assist orders, and influence buyer decisions while improving speed of service and lowering costs.

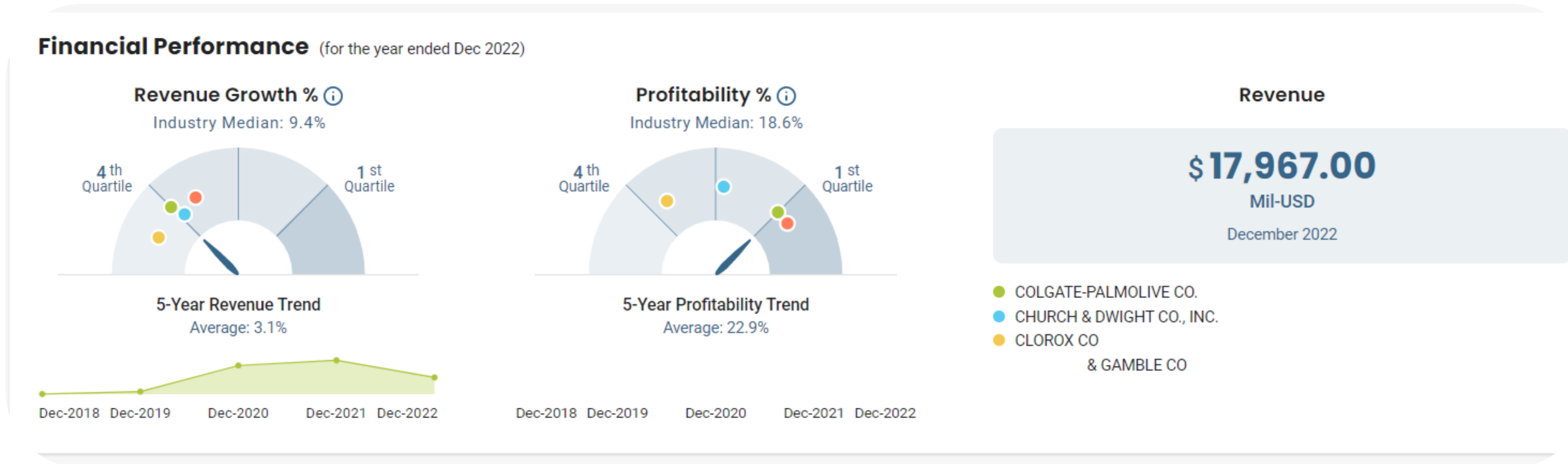
Risks

- **Economic Conditions**
Uncertain global economic conditions may adversely impact demand for products or cause customers/business partners to suffer financial hardship, which could adversely impact business.
- **Failure to Innovate**
Companies must adapt to changing consumer trends, such as eCommerce, subscription models, and innovative products. Failure to adapt to changing consumer preferences increases risk.
- **Trade Partnerships**
Success is dependent on relationships with retail trade customers, which includes terms that are mutually acceptable and aligned with pricing and profitability targets.
- **Supply Chain Disruption**
Interruptions in global supply chains or subcontractor performance can affect CPG companies. If access to materials/goods decreases, production rates and financial results may be impacted.

Financial Insights

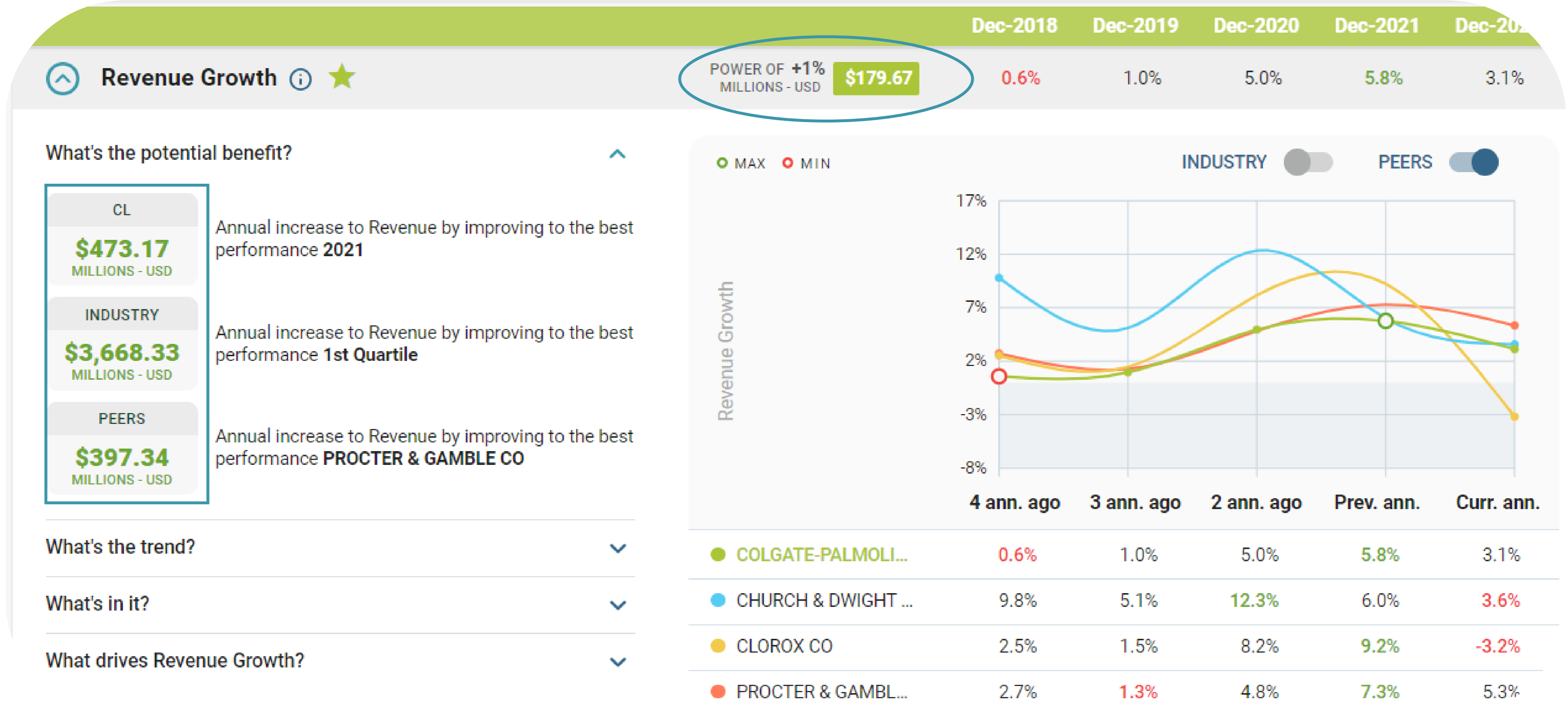
- Overall performance
- Areas your solutions can help
- What is management saying?
- Value of Power of One and gaps

Overall Performance



- Net sales were \$17,967 in 2022, up **3.0%** from 2021, due to **net selling price increases of 9.5%**, partially offset by **volume declines of 2.0%** and **negative foreign exchange of 4.5%**.
- Gross profit margin decreased to **57.0%** in 2022 from **59.6%** in 2021. This decrease in Gross profit margin was primarily due to **higher raw and packaging material costs (810 bps)**, partially offset by **higher pricing (360 bps)** and cost savings from the Company's funding-the-growth initiatives (220 bps).

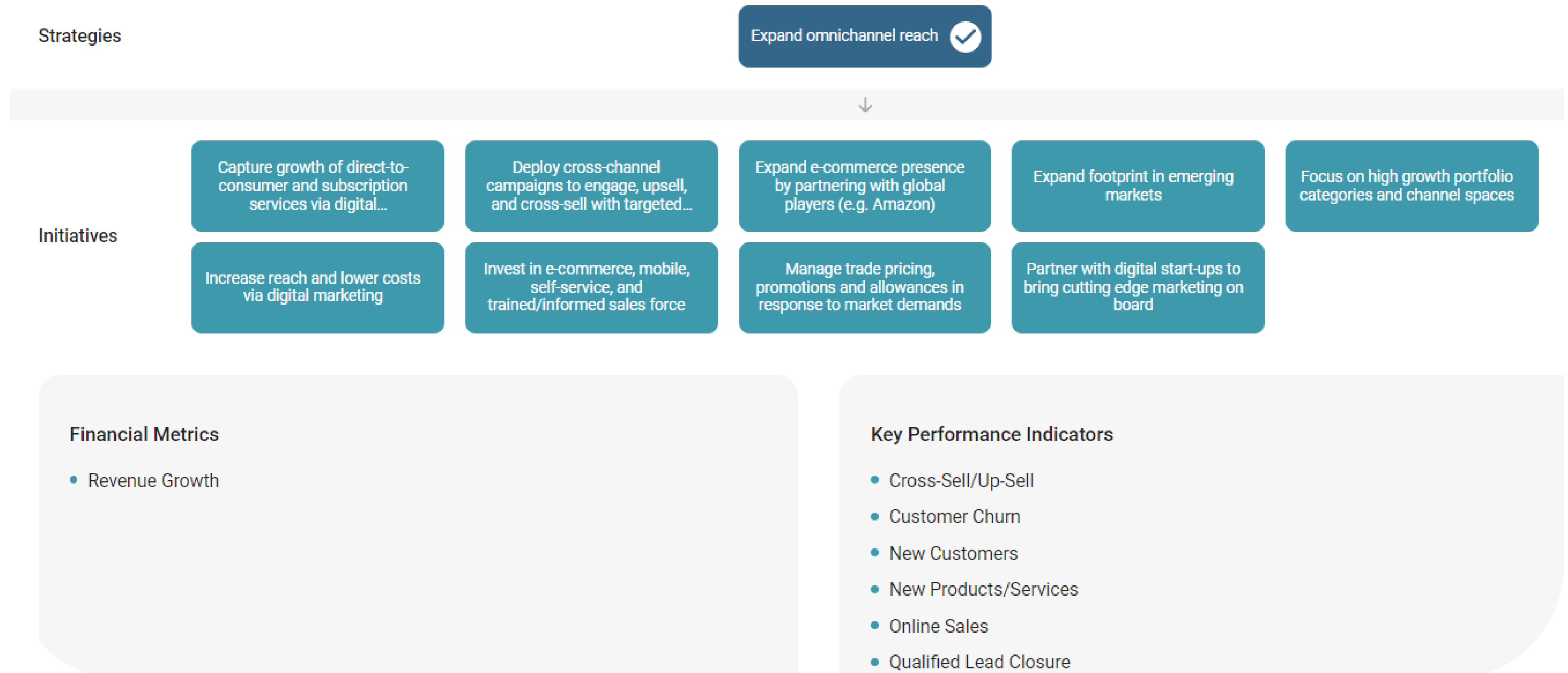
Value of Gaps



Tailoring the Message

- Individual business functions' / stakeholders'...
 - Strategies supporting company-wide goals
 - Initiatives
 - Their measures of success: operational KPIs
- KPIs value of improvement from solutions

Initiatives & KPIs: Marketing

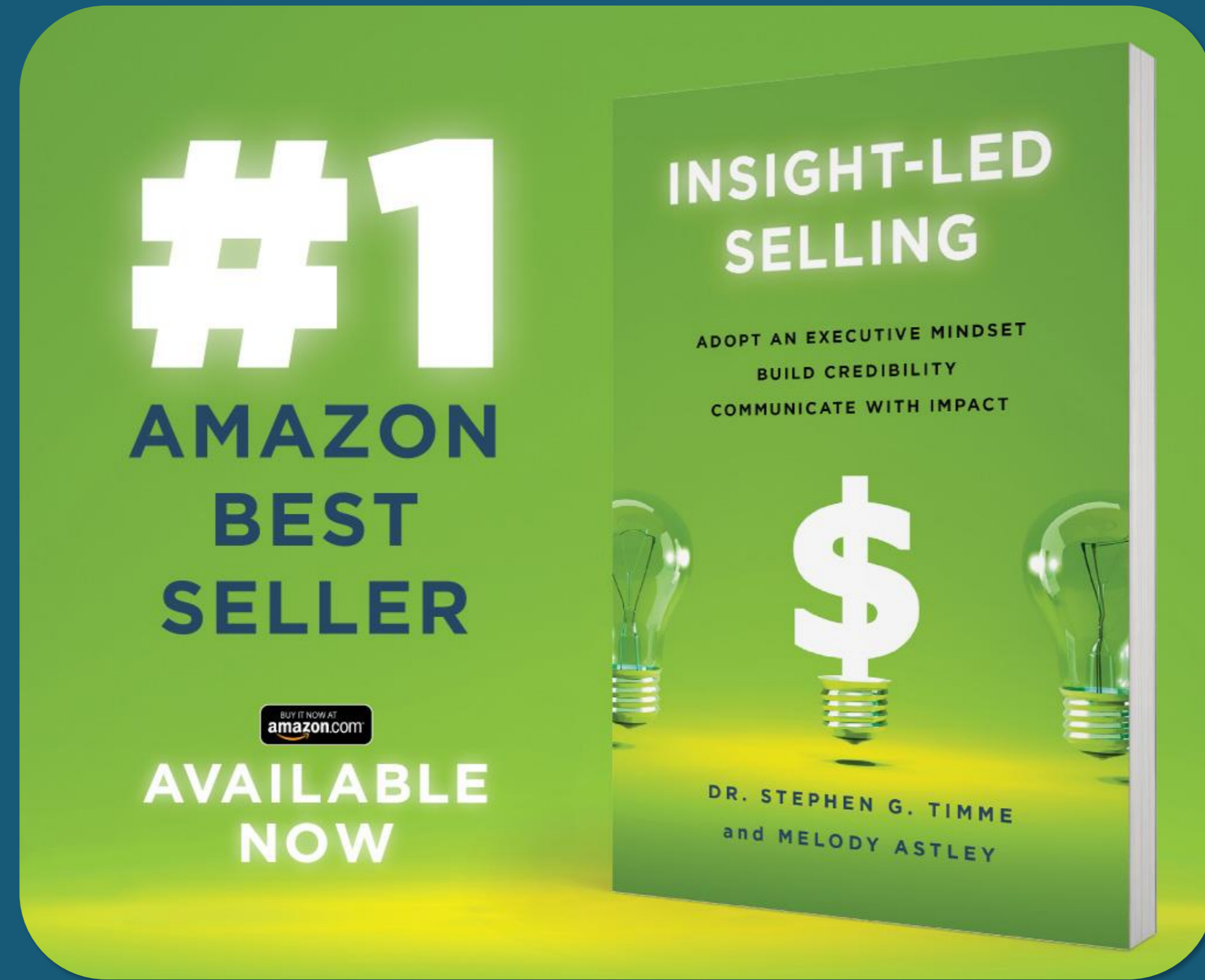


KPI Value Improvement

Financial Goal / KPI	Improvement				Power of Improvement (Millions - USD)	
	CONSERVATIVE		AGGRESSIVE		CONSERVATIVE	AGGRESSIVE
Increase Revenue	+ 1 % →				\$179.67	
• Cross-Sell/Up-Sell	+ 0.5 %	-	+ 1 %	→	\$8.09	\$16.17
• Qualified Lead Closure	+ 0.5 %	-	+ 1 %	→	\$12.58	\$25.15
• New Products/Services	+ 0.5 %	-	+ 1 %	→	\$12.58	\$25.15
• New Customers	+ 0.5 %	-	+ 1 %	→	\$12.58	\$25.15
• Online Sales	+ 0.5 %	-	+ 1 %	→	\$10.78	\$21.56
• Customer Churn	+ 0.5 %	-	+ 1 %	→	\$5.99	\$11.98
Total for KPIs					\$62.59	\$125.17

* Revenue KPI improvement values reflect improvement to revenue.

Your Gift





Let's Connect

Start a conversation,
tell us everything.



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Upcoming Webinars

- Thriving in the New World of Enterprise Selling, May 2023
 - Special guest – Mary Shea, PhD., co-CEO Mediafly
- Running Sales Enablement as a Business, June 2023
 - Special guest – Sheevaun Thatcher, CPC, VP Strategic Enablement, Salesforce