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~~To: David Pydlek~~

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Integrated Supply Consultants

Envision . Plan . Implement .



October 2008 Newsletter

Issue 17

Dear Robb,

Welcome to Fall.

ISC looks forward to seeing its Clients at the [PSDA Print Solutions 2008 Conference](#) in Baltimore in two weeks (10/23-10/25). ISC will be **hosting a booth @ #525**. Please stop by and review our products and services.

StructuredWeb and ISC will be sponsoring a joint seminar entitled **How to Generate Leads with High-Performance Email Marketing***

- Peter Brooks, *vice*

president of

business

development

, StructuredWeb for
Integrated Supply Consultants on **Saturday morning October 25 @**

9 am. Get your sleep the night before to prepare for a get learning experience!

In This Issue:

[Avoiding Email Fatigue](#)

[Red Flags For
Complex Sell](#)

[Building Deep Supplier
Relationships](#)

[ISC Retained by QPower](#)

In a tough economic environment, there is no better time to be planning changes for your business. All tough times come to an end. What we plan for now, during a slow time, will determine how strong our company is when things ramp up again. What new selling and marketing models should I embrace? Who will be my new product and service vendors in 2009? What new processes should I add and which ones should I change?

Formulating these questions, before attending an annual conference like PSDA, enables strategic planning and very good use of your precious time while in attendance.

Have safe travels.

Good selling,



Email: dave@integratedsupplyconsultants.com

Key ISC Vendor Partners:



Avoiding Email Fatigue

Email marketing is successful. Too successful. It is inundating inboxes of B2B relationships. How do you fight email fatigue? Here are some ideas summarized from an article in

[B2B E-Mail](#)

[Marketer](#)

[Insight Guide](#)

by Karen

Bannan:

1. Keep it relevant and important. Use click data to make sure you don't hammer clients whether they are engaged or not
2. Understand the length of engagement and trail of traffic once Clients click back to your site
3. Create pages within social networks like Facebook. Becoming "brand friends" allows a



reseller to send messages from within that application

4. Use click data combined with pay-per-click advertising analytics allows understand what your Clients are looking for
5. Access and segment contact lists often ever more finely ("slice and dice"), based on click data, to make sure customers are touched with relevant messages

Successful email marketing is a combination of being proactive and reactive. Following the Four Is of marketing engagement: intimacy, involvement, interaction and influence results in better Client participation is your email campaigns which results is shorter sales cycles.. Sales reps become territorial of their lists and in doing so don't share with other company team members. In fact, Bannan suggests that lists should be centrally maintained to achieve true sales lifecycle management

[StructuredWeb](#) provides the analytics integrated with a single customer data base that allows effective customer segmentation based on their campaign responses. Learn more about Structured Web's model during an on-floor seminar at PSDA in Baltimore on Saturday morning 10/25 at 9 am. We'll see you there.

Red Flags for Complex Sell

Procurement Process Management ([PPM](#)) is a complex intangible selling process. ISC promotes and advocates this particular selling model approach to capture business consumables transactional sales for vertical market resellers (MRO Integrated Supply and Forms & Print). As with any selling process, there are barriers to the close. Complex selling has its' own share and many to be sure. However there are 5 prevalent signs that Robert Miller and Stephen Heiman (from



Strategic Selling:

A Unique Sales System

Proven Successful by

America's Best Companies,

Warner Books, 1985) consider them automatic in any complex selling situation. They can instantly undermine the selling process. They can also be new opportunities. They are:

1. Missing information from the Client
2. Uncertainty about information from the Client
3. Any uncontacted buying influence in the company
4. Any new buying influence new to the job in the company
5. Reorganization

Missing information can range anywhere from not knowing all of the buying influences (people and

processes) to missing data required from the Client that is crucial for analysis. For instance, not being provided usage data for a transactional sales analysis does not allow the reseller to accurately understand what products are important to the Client. Uncertainty develops when a sales person has important data but does not understand how it relates to the sale. In the case of missing data, an experienced complex sales consultant will at least know what questions and which people to ask. Most sales people will return with a comment, "I'm 90% sure" or "pretty sure" or "almost certain" because they don't feel comfortable outside their sphere of influence. That 10% of uncertainty is a red flag that needs to be revisited for success.

Un-contacted buying influences reflect a threat to the closed sale. Many 11th hour deals were hijacked by an un-contacted buyer influence that was ignored during the selling process. The Client players will be at different levels in the company. Get like-people from your organization and arrange one-on-one meetings at the different levels (VP to VP, lawyer to lawyer, etc.) to do the selling. You don't have to do it all yourself just recognize the need.

New buying influences can be especially dangerous since work roles can often change with personnel. When you are 90% sure that a new employee will not be part of a 90% complete sales, do not ignore the new person. Consultants can also be brought in and their technical involvement can often influence the direction of a complex sales. Don't ignore these red flags.

Reorganization is deceptively dangerous when job roles change but not the personnel. "Reorgs" are more the rule these days vs. the exception. This is more difficult to identify than new buying influences. In the middle of a complex sale, reorganization may occur which changes the role of the people whom you've been meeting with. For instance, the difference in responsibility of a Senior VP vs. a VP can be significant even when outwardly changes appear null (same office, same secretary). They may or may not share with you the changes that have occurred. It is always smart to re-identify the key buyer of your product or service. Being constantly vigilant (and overly cautious) against sales hazards is a good way to identify red flags and be able to deal successfully with a changing sales environment.

Building Deep Supplier Relationships*

The Japanese have built a supplier network called *"keiretsu, a network of vendors that learn, improve and prosper in sync with their parent companies"*.

The American auto industry has tried to build a similar model with little success and little resemblance to the Japanese model. The difference is that in the Japanese model, all partners win: it's a win-win-win which includes the consumer. In the American model, it's a win-lose. The vendor is always to be beaten into submission as part of the "partnership" (similar to Wal-Mart's vendor model). The model has been extended into the US market as Japanese manufacturing in this country has grown. Surprisingly, it's with the same suppliers that the US companies GM, Ford and Chrysler are, or did use. Does the model work? Combined with less than visionary market views, one only has to review and compare the success



of Toyota, Honda and Nissan at it expands in the US market and GM, Ford and Chrysler contract to come to a conclusion.

How do the Japanese companies do it? They follow these six steps consistently:

1. They understand how their suppliers work
2. They turn supplier rivalry into opportunity
3. They monitor vendors closely
4. They help develop vendor capabilities
5. They share information intensively but selectively
6. They help improve their partners processed continually

This relationship is much more involved than the typical American company-supplier relationship. It takes more effort and trust on both sides. But the model has proven to be a game changer. A similar partnership approach can be developed and marketed in a white collar partnership using [Procurement Process Management \(PPM\)](#). The market is ripe for different approaches to "business as usual".

** From " Building Deep
Supplier Relationships
Harvard Business Review
on Supply Chain
Management Copyright
2006 by Jeffrey Liker
and Thomas Choi*

ISC Retained By QPower

Great news...ISC has been retained for the benefits of its QPower Members. QPower is a buying and marketing group created exclusively for Quantum software users. Some vendors include Norwood, United Stationers, Prime Time Sporting Goods and Kids and Classrooms. **ISC will provide consultative services and act as an outsourced business development manager** for Members. For more information contact Tim Emmitt at 866-365-7797 or temmitt@Q-Power.net

ATTENTION QPower Members!

\$795/mo. Weekly Email Campaign Management Offer!

To celebrate **ISC and QPower's new partnership**, ISC is able to offer a significantly reduced monthly rate to manage your customized email campaigns through StructuredWeb! Call Dave @ 614-747-1860 to arrange an appointment.

Offer good through October 31, 2008. Limited to 90-day campaigns.

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