

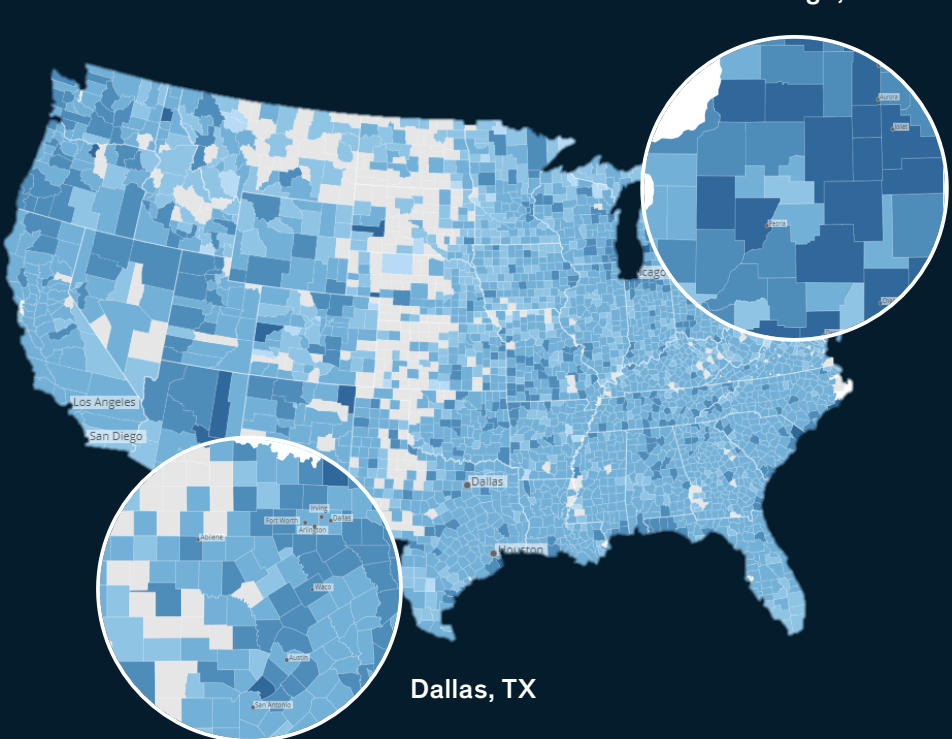
How industrial companies can jump-start a rapid revenue recovery

Several areas of industrials saw declining revenue in 2020, making 2021 a critical year for profitable growth. In our experience, leading industrial companies have focused on five analytics-driven go-to-market (GTM) strategies to accelerate their recovery.

1

Identify ‘hot’ microsegments of growth

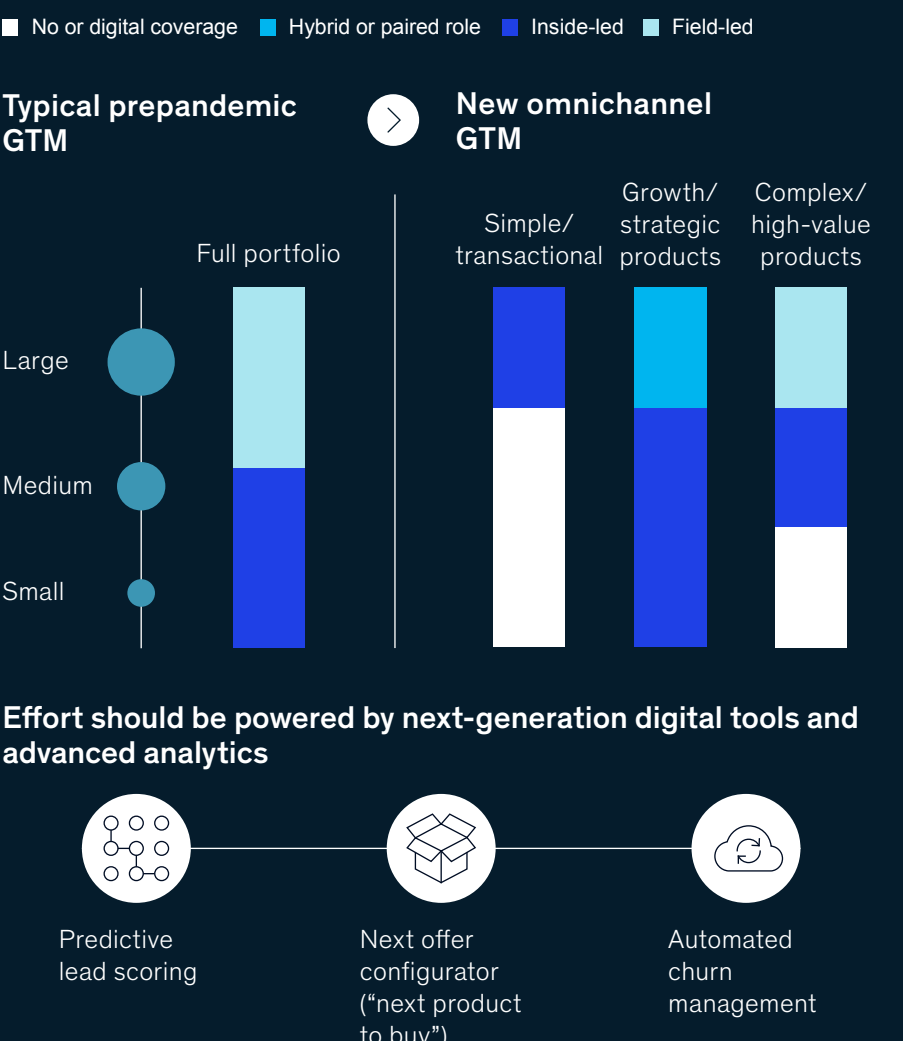
Capturing growth requires business leaders to develop scenarios that can show at a granular level where pockets of demand will emerge during the recovery. These scenarios must take into account economic indicators, COVID-19 trends, and micromarket demand to develop real-time view of hot markets.



2

Reshape the GTM approach

Companies must understand what customers value, how they use products, and how they prefer to engage during their decision journey. Augmenting this knowledge with internal and market data can unlock a significant opportunity.



3

Enable with a profitable growth platform

Companies will need a new platform that can support customer engagement. Key components include a data lake that can aggregate data on a range of growth and margin accelerators, as well as digital tools to support the front line and sales reps. This functionality can both enable better pricing and identify growth opportunities.



4

Build digital capabilities to capture growth

Deploying a comprehensive capability-building program and setting up sales reps for the future is critical—and often undervalued. The program should be linked to the digital enablers and expectations from the field.

Margin accelerators modules

Cost pass-through

Restocking fees

Cost of service

Freight

Contract opportunities

Uncommon items

Target-price deviations

Non-price-sensitive items

Differentiated value

Growth accelerators modules

Cost pass-through

Restocking fees

Cost of service

Freight

Contract opportunities

Sales support

Performance-management cadence

Metrics review

1:1 coaching sessions

Side-by-sides

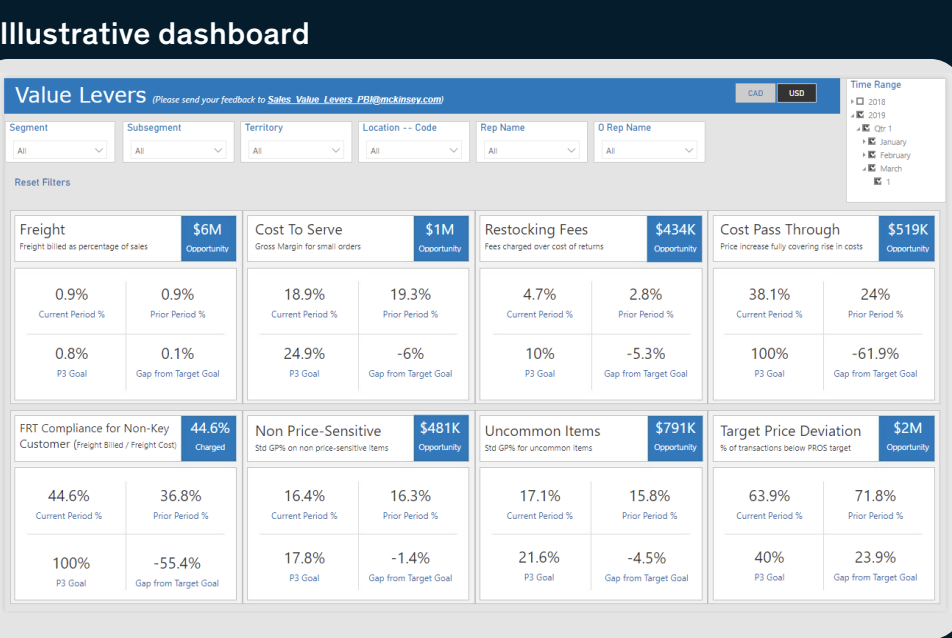
Team meetings and monthly business reviews

Opportunity-tracking best practices

5

Set goals and enhance reporting transparency

Even when digital solutions are deployed, issues around reporting and transparency often remain, and many organizations find it difficult to track real impact. Companies must develop consistent metrics and dashboards off the data lake. This data-driven view enables objective, fact-based conversations that can help ensure progress.



Investments in digital and analytics capabilities can give organizations greater visibility into market trends and customer needs, helping them move faster and more decisively.