

Can Distributors Innovate to Dominate?

An IndustrySpeaks Discussion Featuring Key Findings From *Innovate to Dominate: The 12th Edition in the Facing the Forces of Change® Series*

October 8, 2019

Prepared for:

No Limits: FPDA / ISD Joint Industry Summit

Network for
Business
Innovation

- **Author, *Innovate to Dominate***
 - 12th edition of the Facing the Forces of Change® series
- **Fellow, NAW Institute for Distribution Excellence**
 - Awareness, advocacy, research and “moving the ball” forward
- **B2B channel strategist**
 - Designing the exchange of value between businesses

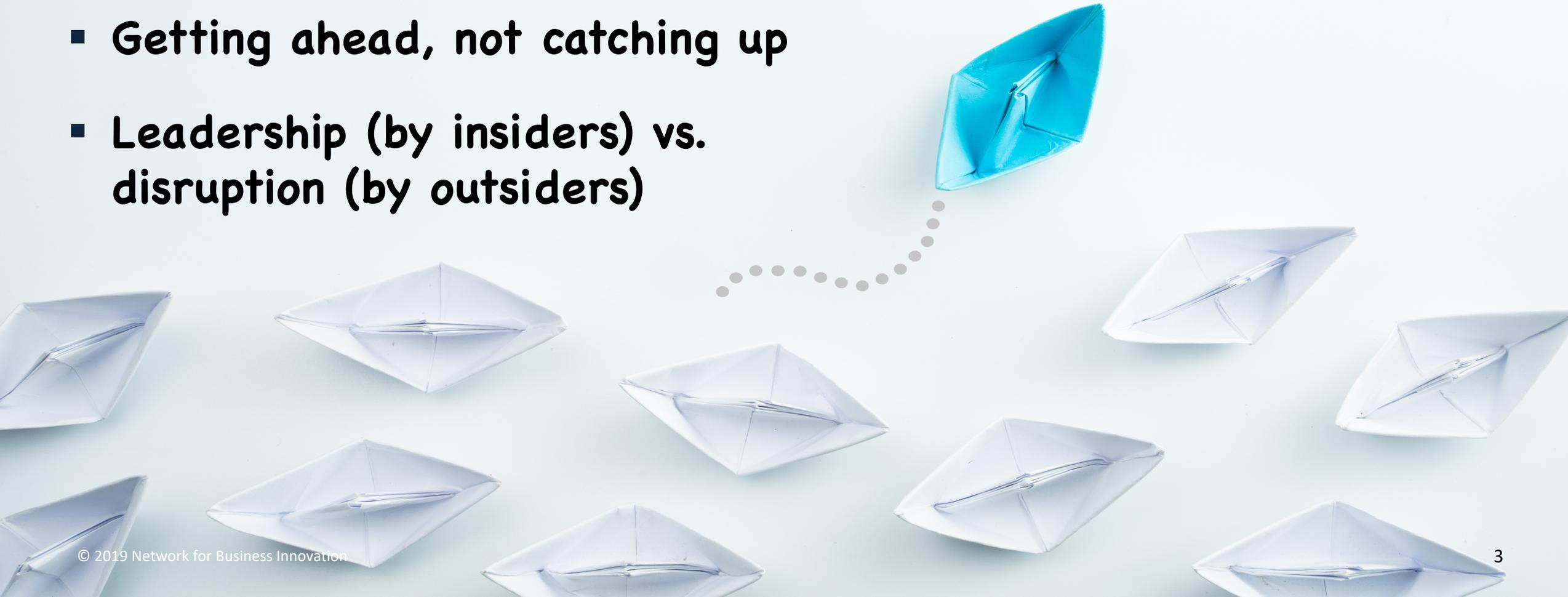




By becoming world-class innovators, distributors can go beyond defending their business to dominate all comers.

What is B2B innovation?

- Changing your business model
- Getting ahead, not catching up
- Leadership (by insiders) vs. disruption (by outsiders)



What is does it mean to dominate?

- Share of mind (vs. market share)
- Unbreakable loyalty
- Disproportionate profits



“Disruption is a threat, not a constraint.”

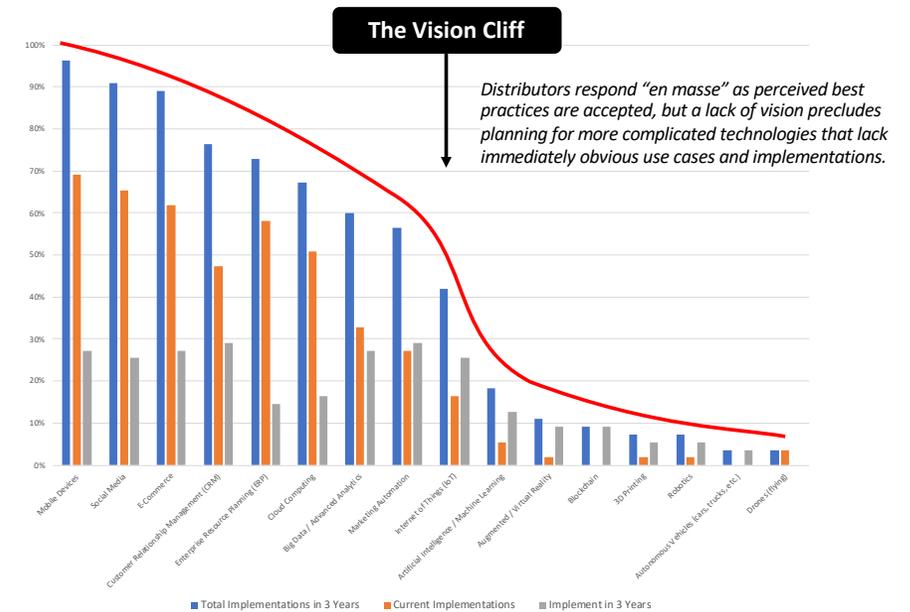
Unknown Leader
Q&A Session

The case for skepticism

- Vision cliff
- Confidence gap
- Precedents
- Perspective
- Leadership mindset

Exhibit 1-1. Distributor Planning is Held Back by a Crisis of Vision
Percentage of Responses of Online Survey of Distributor Leaders

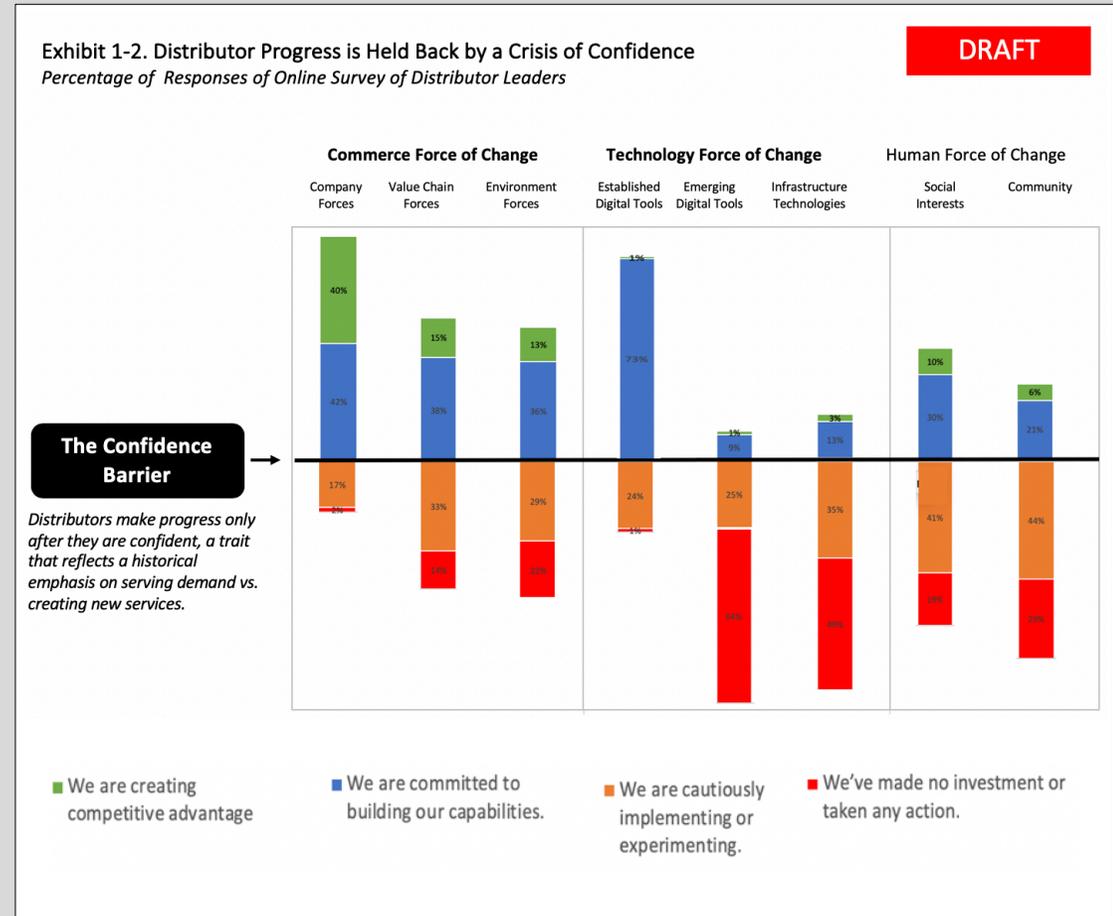
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www.naw.org/ffc19

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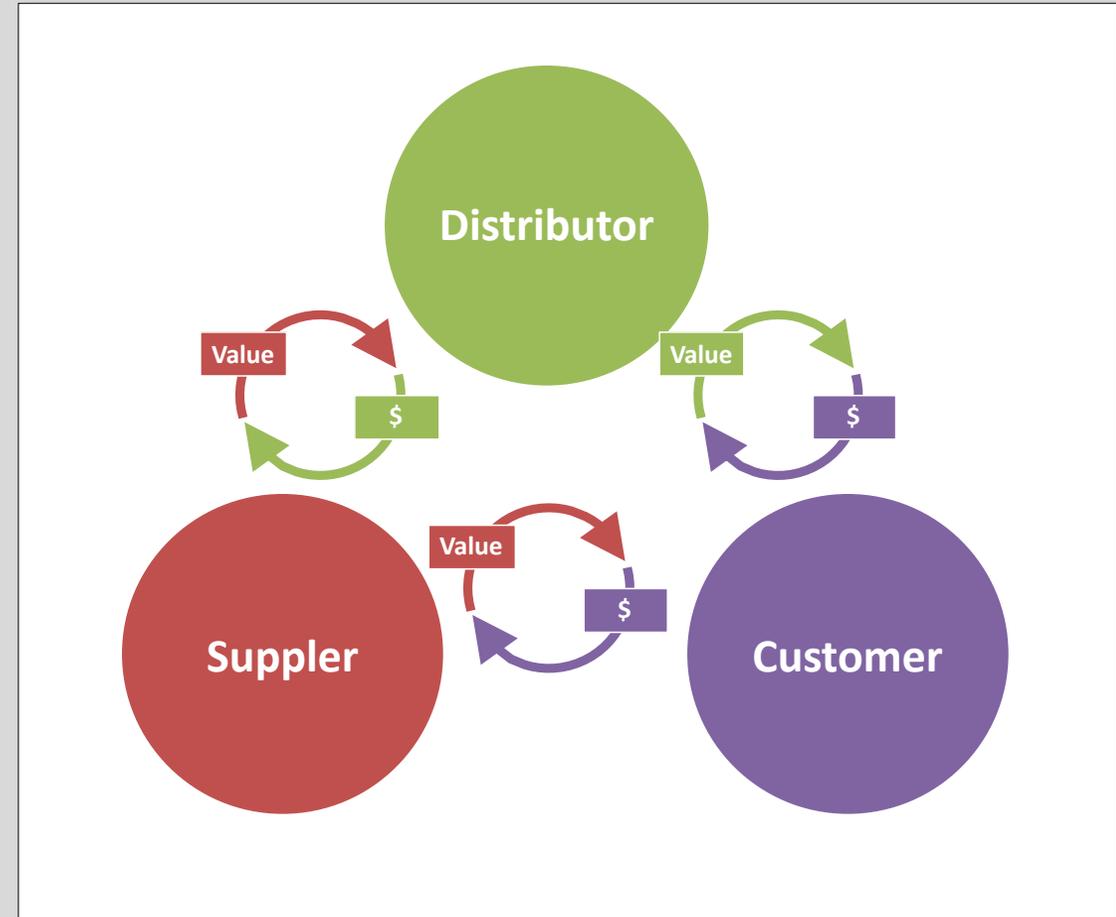
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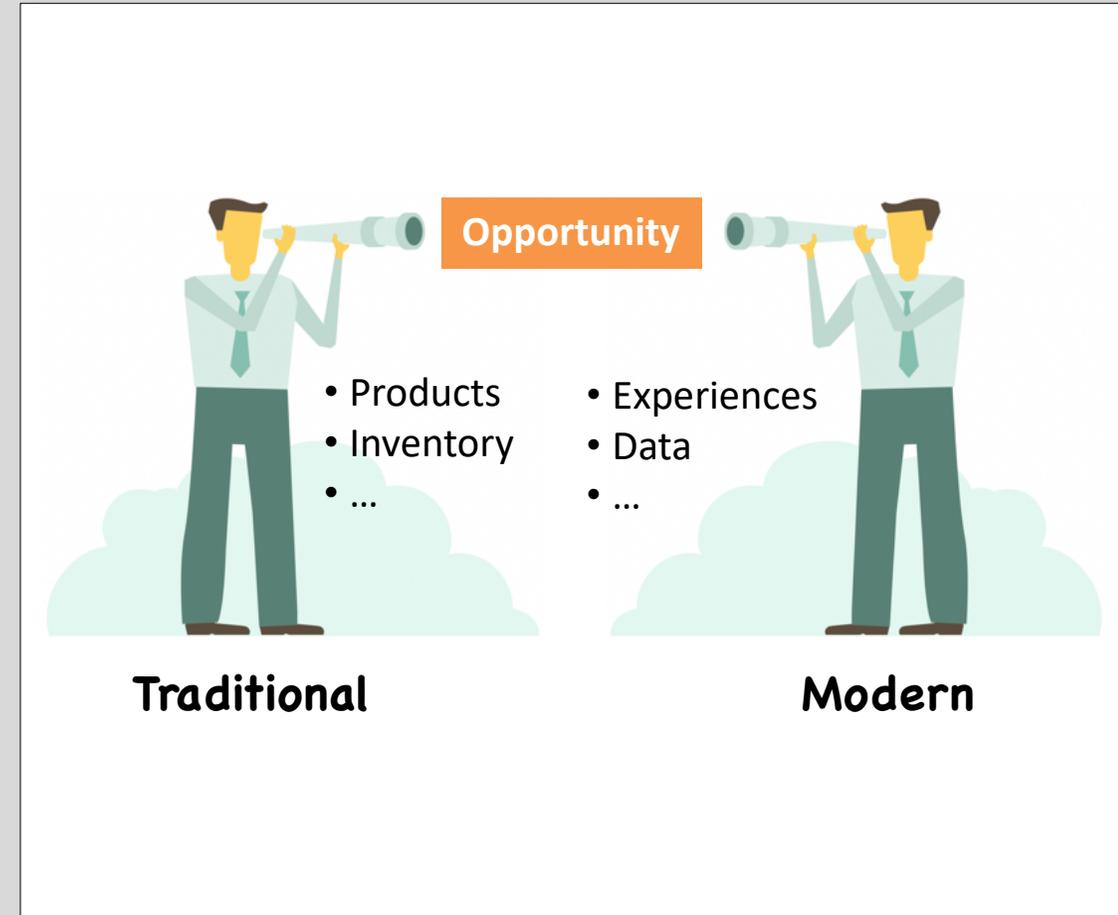
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CEO Checklist*

- Foresight is a learned and practiced skill.
- The business I have is not the business I need.
- I can't wait for customers or suppliers.
- E-commerce is essential, but not everything.
- New results require new behaviors.
- We can't do it alone.
- I can decide my company's fate (for now).

* Show evidence every day. Share with leadership team.
Ask for feedback. Be relentless.

CEO Insights on Innovating the Distributor for the Digital Age
www.naw.org/ceoinsights

“We have not explained our purpose in the digital age.”

**Unknown Leader
Q&A Session**

The case for confidence

- **Relationship gold**
- Productivity gaps
- The end of products
- Diaspora of creative minds
- Challenge and response



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- Relationship gold
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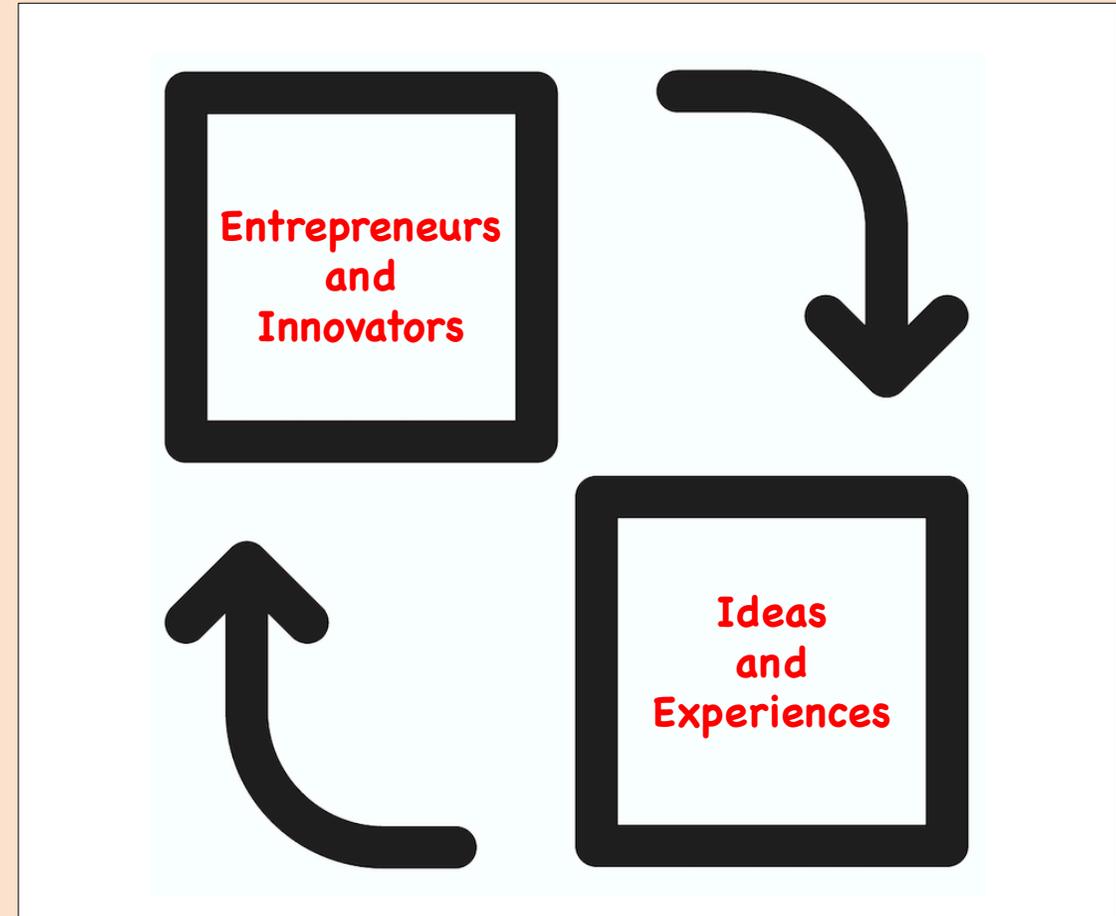
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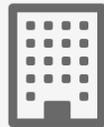
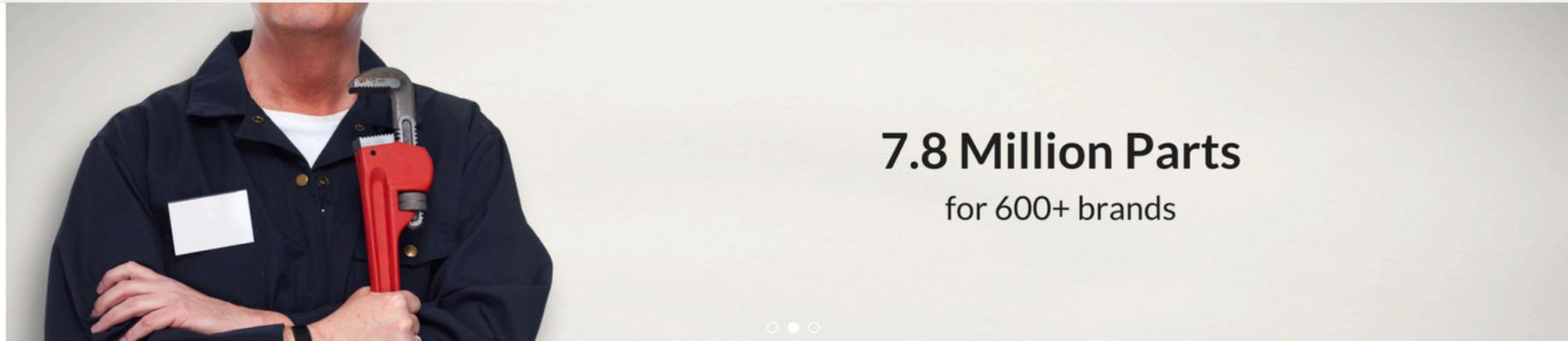
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The Power of Container Pricing

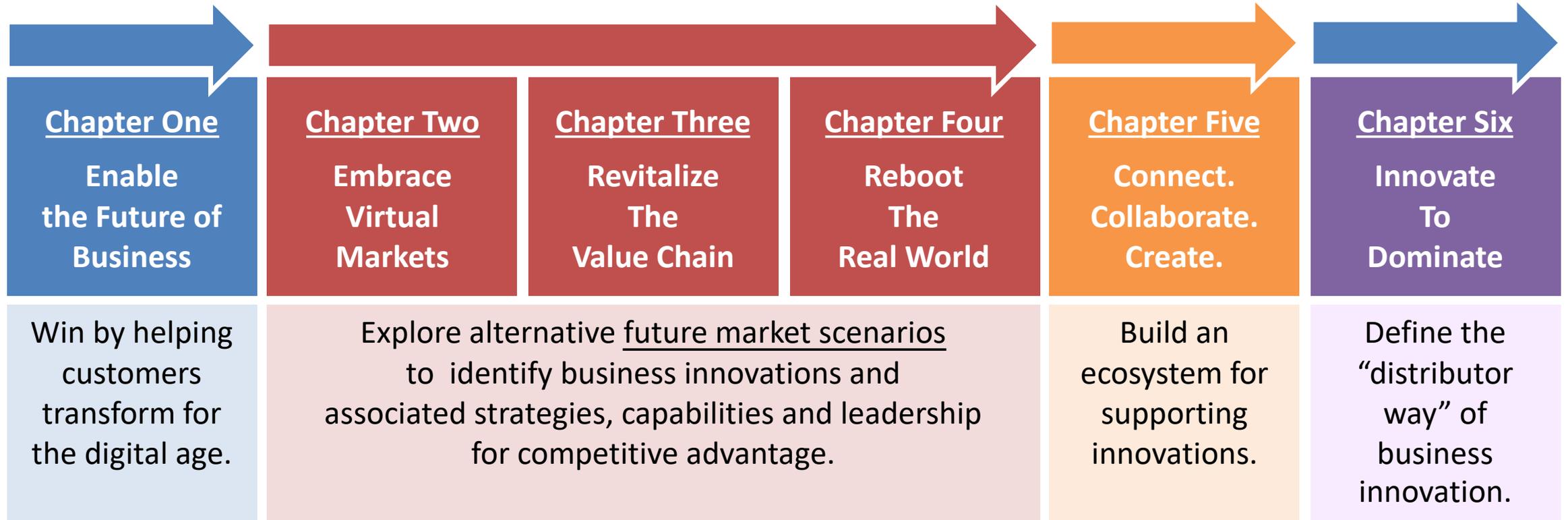
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**Import Pricing**

By choosing quantity and timing, you also choose your price.

*Innovate to Dominate** is your roadmap for innovation



How will you “connect the dots” between the forces of change and innovating your business?

■ Resources

- Mark Dancer: Fellow, NAW Institute for Distribution Excellence + CEO, Network for Business Innovation
mark.dancer@n4bi.com or Twitter @B2B_Innovation
- *Innovate to Dominate: The 12th Edition of the Facing the Forces of Change® Series*
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- *Creating Innovations and Shaping the Future of Business*
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