

GTS

GLOBAL TOOLS & STORAGE



Investing in Sales in the POST COVID market

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Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19

THIS IS THE
NEW NORMAL

Digital adoption at breathtaking rates

Consumers and customers have significant concerns about the economy

Huge market uncertainty

**Leading with purpose:
How marketing and
sales leaders can shape
the next normal**

April 2020 | Article

POST COVID MANAGEMENT : Communication

Purpose-driven customer playbook

- Meet the moment with messaging and actions
- Tailor messages to new consumer decision journey and near-term needs

- Connect with brand loyalists
- Tie community-based messaging to brand
- Engage beyond the transaction

- Redesign value propositions for new reality
- Power up customer experience in line with purpose
- Expand connections with customers, eg, content

Ecosystems to drive resilience

- Assess profit pools to optimize value chains

- De-risk supply chain and focus on plans to meet demand, eg, outsourcing, flexible inventory

- Power up innovation engine
- Identify opportunities to rethink entire value chain, eg, acquisitions, outsourcing, partnerships

McKinsey
& Company



POST COVID MANAGEMENT : Your Team

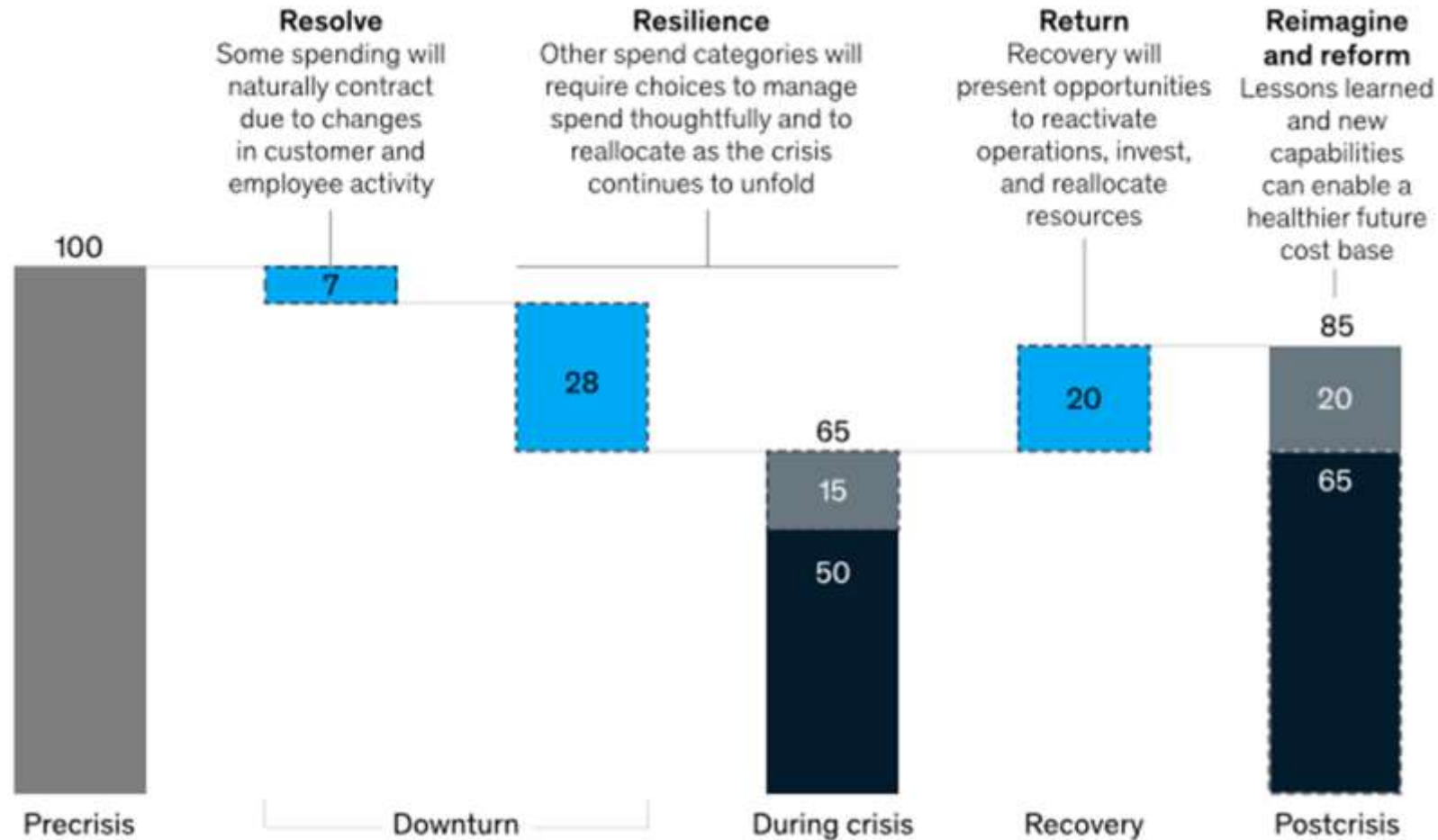
Leaders need:	Navigate the NOW Lead with purpose	Plan the RECOVERY Capture every demand on old game board	Lead the NEXT NORMAL Accelerate new business models
Start-up, resilient mindset	<ul style="list-style-type: none"> • Obsess over cash • Build scenarios, focus on base-case and no-regrets moves • Create a dashboard and track 	<ul style="list-style-type: none"> • Mine granular data sets to identify opportunities and fine-tune approaches • Focus on capturing early demand quickly 	<ul style="list-style-type: none"> • Inject dynamic decision making to meet changing behaviors • Align investments against new opportunities
Human-centered responses and interactions	<p>Protect Employees and Do Good in Community</p> <p>Train Next-Gen Skills – Support Virtual Work</p> <p>Plan the future – Office? Home? Retention/Engagement</p>		



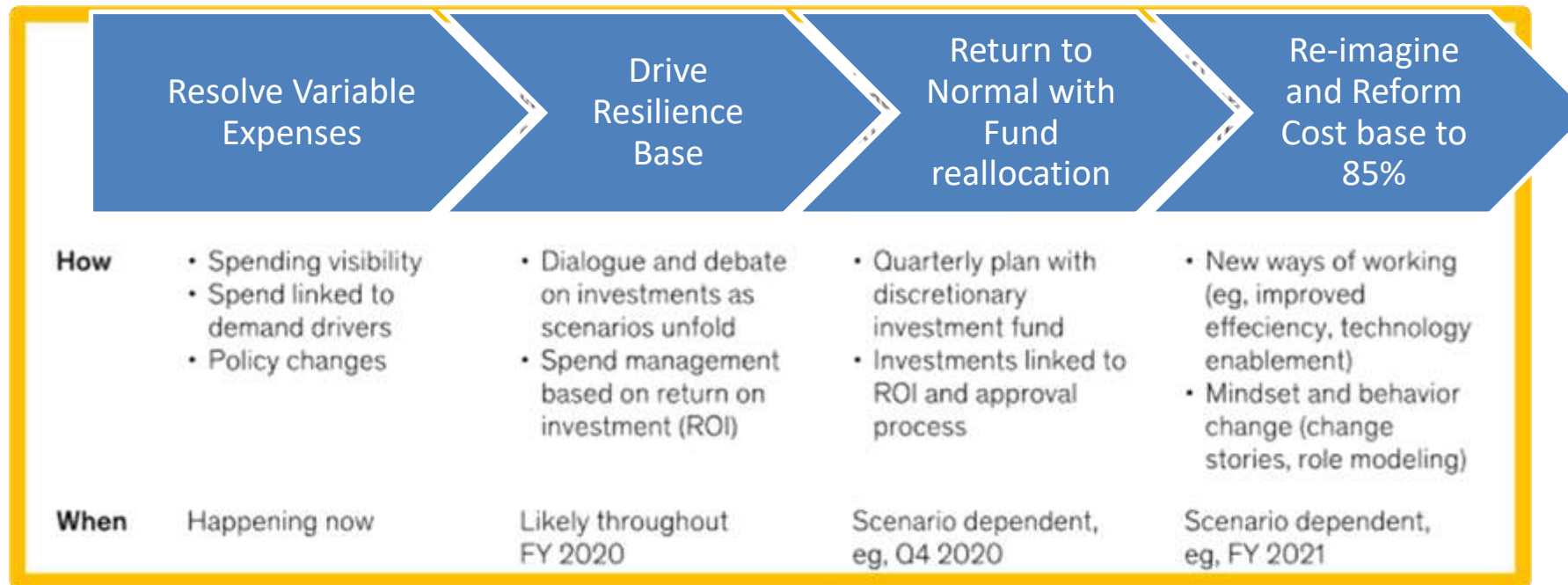
How to ask for Money For Sales.....

POST COVID MANAGEMENT : The New Equilibrium

Sales, general, and administrative investments, illustrative, indexed to 100



POST COVID MANAGEMENT : Wise Spend in COVID



1. Optimize for lean 2. Marshal resources

3. Be bold and maintain a through-cycle growth mindset

Sources



Ecommerce News *europe*

McKinsey
& Company



**CHANGE
MANAGEMENT**
Cornell Certificate Program





THANK YOU