2019 Business Development Symposium

The Keys to the Kingdom

(Collaboration, Association & Communication)

Overview: A compendium of content driven speakers and panelists who analyze Business Development and lay down a “best in class” process designed to build the Top Line Revenue within the enterprise.

Business has never been so simple and yet, it has never been so complex. Business is a people to people activity. Technology brings tools to the process. Business Development involves the art of connecting and then activating the customer with the supplier…the buyer with the seller. When that happens, the tools that support the activity (behind the enterprise) generate a multiplier that can engage many, many more customers, one customer at a time. So, it’s not about you…it’s about the customer and the customer’s customer and serving inside the business community that you are connected to through your business.

3 Questions Need to be Answered…

What do customers (shippers) really want?

How do providers (carriers/3PLs/Tech Cos) deliver?

Why does Business Development matter?

TCC – 2019 Session Brief #1 – The What

What do customers (shippers) want? Well, everything of course. It’s about quality, price and service isn’t it. The focus is “perfection.” It’s everything manufactures and retailers deliver to their customers...right? Really?

If companies have “Customer Service” departments then they have people and systems built into their processes that suggest that there are returns, reconsiderations or reimbursements required to allow their business relationships to work, then that reality alone says that we are not perfect. We never are.

So, if perfection isn’t in the cards, what do customers really want? What are their actual expectations? Well, they want suppliers that are easy to do business with. They want systems that are mostly managed by exception. They want supplier’s personnel to be reasonable and responsive. When things go wrong (and they will) business needs to find ways to make the
customer whole so that the customer’s customer doesn’t see or is not concerned about the behind the scenes problems.

And then we need systems in place and methods outlined that will provide “the best response” so that personal and professional relationships are not challenged and that going forward, trust is rebuilt, reestablished and rekindled. We know that we don’t live in a perfect world so this session is to explore what expectations “really are” and then work to be the best that we can be.

If we learn anything it will be to understand how we can work better together especially when perfection is just beyond our grasp. If business was perfect “they” wouldn’t need us (or a panel of experts) to fix problems or offer solutions. So, when we embark into new business and new relationships or even when growing our businesses, we should “begin with the end in mind” (Steven Covey). Start by understanding that perfection is a great goal but is not likely over time. That said, let’s start by planning for and understanding what pitfalls might occur and in advance consider what we might do to fix stuff so that our relationship does not break.

Relationships built on trust are how business gets done in a free economic system. Now let’s go and build those relationships that really matter.

2019 Session Brief #2 – The How

Marketplace leaders “make it happen” by focusing on their people, their process and their profit. It starts with the team (their field force). They are the front-line differentiators that make you different from your competition. But you can’t be successful without “the process” and that process must be perceived as the “best in class” in the eyes of the customer or prospect, especially as it relates to carrier equipment, driver availability, company sustainability, competitive technologies and real-time visibility. And all that is just for “openers.” It’s what you need to have just to get in the game.

So how is it that transportation and logistics is still such a fragmented industry with a plethora of players that are prevalent throughout the market. Could it be that price, service, specialization or relationships are “wild cards” that keep those “card sharks” at the table? When people do business with people “influence” will trump whatever card is being played. Influence is delivered through truth, trust and the “Royal Flush” called “relationships.” People make-up the difference. People insert the human element that statistics just can’t seem to deliver on their own. Statistics aren’t believable by themselves but when backed by trusted industry advocates with impeccable integrity, everybody wins.

Learn from the best among leaders (and legends) in logistics. “Take home” insights that you can put into practice immediately. Invest in yourself so you can grow in the marketplace of understanding. This session (titled The How) is filled with concepts and connections that add
value to careers in supply chains. This is a network building opportunity you can’t afford to miss. You can’t win unless you put up your “ante” and get in the game. Be there. Make that investment. Be a winner and take home “the Jack Pot” that we call new (or additional) business.

TCC – Session Brief #3 – The Why

Customers don’t buy your what or how, Customers buy your why – so says Simon Sinek. And therein lies the opportunity. When people ask you what you do...you tell them what and then how rather than reversing the order so that when you lead with your why they will be compelled to want to know what is behind the why of what you do.

Business Development should be based on your customer’s customer. It’s about what they really want and then delivering your value based on their needs. It’s not about telling them everything you think that they need to know but rather it’s about understanding the value that they offer and helping them deliver on their promises. It’s not even about them. It’s about their customer. And when you know their why, you can better find solutions that will make a difference in their supply chain. We are just one link in that chain. But we need to be a strong one.

Steven Covey would say, begin with the end in mind. Peter Drucker would say that business is not about profit, it’s about getting, keeping and growing customers. And now Simon Sinek adds to the conversation by asking us to consider our Why...what is the purpose of our business. Once the customer understands why we do what we do there is a much greater likelihood that they will want to do business with us because we have triggered the exact portion of their brain to get an affirmative response.

This team of marketplace practitioners brings encouragement to the session as they are all about relationships that build on their organizations “why.”