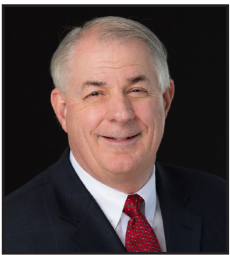




Optimizing Performance



Art Waskey

Art Waskey is a speaker who truly delivers. In addition to a 45 year career in sales and marketing, Art is the author of multiple books on selling and a monthly column The Art of Sales. He shares these insights as an in demand event and conference speaker as well as leadership coach.

The best measure of performance is a satisfied customer. While today's digital business practices enable swifter transactions, they can be a stumbling block to customer satisfaction. I recently tried to resolve an issue with my internet and TV provider and was connected to an automated digital agent. Following prompts, I typed in my problem only to receive a list of tutorial solutions. The session ended in frustration and my problem was not solved. How do we optimize performance and gain customer trust in today's digital business environment?

The Personal Touch

Customer frustration is bad for business. The good news is that, as independent distributors, we have the ability to do business in a better way. While alternative channels have caused us to move more interactions

online to remain competitive, we are still in touch with customers on a much more personal level than the big guys. This allows us to create better digital pathways targeted to our customers' needs. Using our resources to optimize performance, we can answer questions better than an automated agent. We can provide the personal touch.

Increasing Shareholder Value

Protecting the integrity of your shareholders, from base-line employees to customers, is another way to optimize performance. Everyone, from your warehouse worker to the chief executive, is in a position to help improve the efficiency of the company. This puts you in position of great flexibility when it comes to problem solving. All employees should also be focused on operational excellence, increased revenue and bottom line growth.



Optimizing Performance

A Happy Customer Base

Happy employees create happy customers. Don't let employee complaints reach your customers' ears. Optimize employee performance by providing your team with the best tools and resources. The right ERP system removes the silos that so often slow down distribution. Constantly improve your CRM so that your workforce can excel and harvest data that allows them to do their job better. Be sure your team has useable data and analytics tailored to your customers' needs. Remember, more data isn't necessarily the right data. Look at your tooling. How many clicks does it take to get the user to the right information? Make sure the accounts receivable department is getting to their sales counterpart in a timely manner. Don't let collection issues mount up. Focus on your value stream for a happier customer base. Ask your team members, "What is the most difficult part of your day?" Find out what would make their job easier then give them the tools they need. Happy employees can show you ways to produce optimized solutions.

Use Technology Wisely

Keep in mind that the upcoming generation of customers is used to quick order fulfillment. Today's consumer expects Amazon-like results. People expect their B2B services to

be as accessible as the B2C services they are accustomed to. Keep your eCommerce solutions up to date to optimize performance.

Peak performance

Peak performance is achieved when your technology is aligned with shareholder needs. Offer something that the large verticals can't match — a collaborative customer experience. Make sure your employees have the resources they need to provide excellent customer satisfaction.

5 KEY TAKEAWAYS

1. The best measure of performance is a satisfied customer.
2. Offset customer frustration with automated agents by providing the personal touch.
3. Protect the integrity of your shareholders.
4. Optimize employee performance by providing your team with the best tools and resources.
5. Keep your eCommerce solutions up to date.