Customers

Firm up your customer base to help create demand for your products and services
Sales Dropped into Crisis

• Sudden disruption of sales
  • Cannot supply
    • Interrupted manufacturing due to plant lock down and/or unavailability of critical manufacturing inputs
  • Cannot reach customer
    • Lock down of physical channels for warehousing, distribution and sales
  • Market demand plummeted
    • Sudden decline of market demand due to reduced income and changed customer priorities and sentiment

→ Need to create and stimulate demand to recover business
Create Demand

- Customer comes first
- Position product as a solution for your customer
- Structure sales agreement to help your business
Customers

Develop and nurture customer relations

- Reach out
  - Know where your customers are
  - Let your customers know where you are
  - Debottleneck challenges

- Cooperate
  - Practice SPIN
Improve positioning of your products in changed market and society

- Rework ENDA for changed market and society

- Essential
- Needed
- Desirable
- Avoidable

- Right size?
- Right presentation?
- Right functions?
- Right features?
- Right service package?
Structure contracts to meet your business cash flows

- Negotiate contract as package of arrangements to incentivize
  - Early release of payments
    - Credit ➔ Cash ➔ Prepayment
  - Enhanced guarantees
  - Aggregation over time

Contracts

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<tr>
<th>Price</th>
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Contract

Volume (forecast)

Surety
Firm Up Customer Base and Create Demand

- Know your current and potential customers
- Focus on customers that are most valuable to you
- Customize strategies for key customers/segments
- Engage and team up with key customers
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