

SEC Initiative #2: The Future of Supplier Go-to-Market (G2M) Strategies

Suppliers are facing unprecedented opportunities and challenges given digital transformation, supply chain operations, worker shortages, and more. The long-standing partnership between manufacturers and distributors is under stress as both business models are evolving more rapidly and significantly than in the past. This project will explore go-to-market options for suppliers from a position of acting for their own interest, and potential distributor evolutions as partners for achieving supplier business objectives, serving customers, and new value creation. The goal of this work is to help distributors evolve in a way that preserves our position as the channel of choice for manufacturers.

We are asking the task force to:

- Create a baseline of traditional manufacturer priorities for go-to-market objectives and options
- Identify go to market opportunities and challenges including current crises and a longer-term horizon
- Explore new technologies, capabilities, innovations, etc. for modernizing manufacturer go to market methods and optimizing results
- Define impact of go to market options on end-customer experiences and business results
- Examine potential distributor roles for enabling go to market options and impact on distributor business models and innovations
- Suggest changes to the traditional manufacturer/distributor partnership around roles and responsibilities, core capabilities, performance monitoring, supplier channel management and compensation methods, programs, and policies, etc.
- Set benchmarks for distributor performance to measure progress
- Recommend collaborations for exploring our findings and follow-on activities

Task Force Facilitator: Mark Dancer/N4BI

Mark Dancer's work around B2B innovation and exploring the future of distribution is highly aligned with the SEC's mission and the initiatives for creating an "early warning" system and exploring manufacturer go to market options. Mark believes we have a shared sense of purpose in enabling distributors to respond to opportunities and threat with energy, creativity, and action. NAED and the SEC are on a path to create meaningful, high-impact outcomes for distributor members, supplier partners, and customers in construction and industrial markets. Mark is excited to join the work, help lead our initiatives foreword, and most importantly, jump in and get started.

Mark's Role:

- Work with SEC and NAED leads to set direction, obtain resources, manage project work, and ensure success of both initiatives
- Provide outside/expert perspectives and thought leadership on opportunities and challenges, opportunities and threats, business innovations and best practices
- Leverage network of innovators, subject matter experts, business leaders and NAW Fellows for ideas, evidence, solutions, measurements, etc.
- Offer expertise around manufacturer go to market options and implications based on channel strategy practice and experience
- Offer interpretation and analysis of “early warnings” based on ongoing B2B innovation work and NAW Fellow research and reporting
- Leverage networking and findings from weekly newsletter ([*Mark Dancer on Innovating B2B*](#)) and book research ([*The Heart, Soul, and Future of Distribution*](#) – working title)