



Manufacturing Trend Report

*Making Sense of 2020's Lasting Impact on
Manufacturer Organizations*

Research Approach

Inputs:

- Client Experience (60% of business is in manufacturing/industrial industry)
- Research coming out of major consulting firms (PwC, McKinsey, Deloitte)
- 20+ primary interviews with business leaders ranging from C Suite Executives to VP of Sales, Marketing, and/or Innovation

Contributing Companies





Challenge 1: Changing Buyer Behaviors

Playing catch up in an accelerated world

What We Observed

- Digital transformation acceleration
- Expanded lead generation activities
- Buyer control vs sales control
- Sales and marketing technology

Solutions

1. **Technology for truth**
2. **Customer experience mapping**
3. **Digital infrastructure**

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Challenge 2: Event Uncertainty

Events are back - is anyone going?

What We Observed

- Lack of alignment
- Networking still matters
- Lower attendance levels
- No measurement for impact

Solutions

1. **Realistic expectations**
2. **Right size budget**
3. **Investment reallocation**



Challenge 3: The Hiring Obstacle to Growth

The labor shortage is not resolving itself

What We Observed

- Indiana: 100,000+ open jobs
- Applications lower with benefits
- Macro studies show no impact from COVID relief

Solutions

1. **Treat it like demand**
2. **Compete with new brands**
3. **Brand and culture matter**



Challenge 4: The Supply Chain Disruption

*The supply chain wasn't ready for multiple
disruptions*

What We Observed

- Four major disruptions
- Abundance of demand
- Nearshoring trend
- Sales & marketing activities?

Solutions

1. **Evaluate your buying process**
2. **Individualize communication
- internal and external**
3. **Competitors are in the same
situation**
4. **Joybird example**

Questions?

AND DISCUSSION.



ELEMENT
THREE

Thank You.