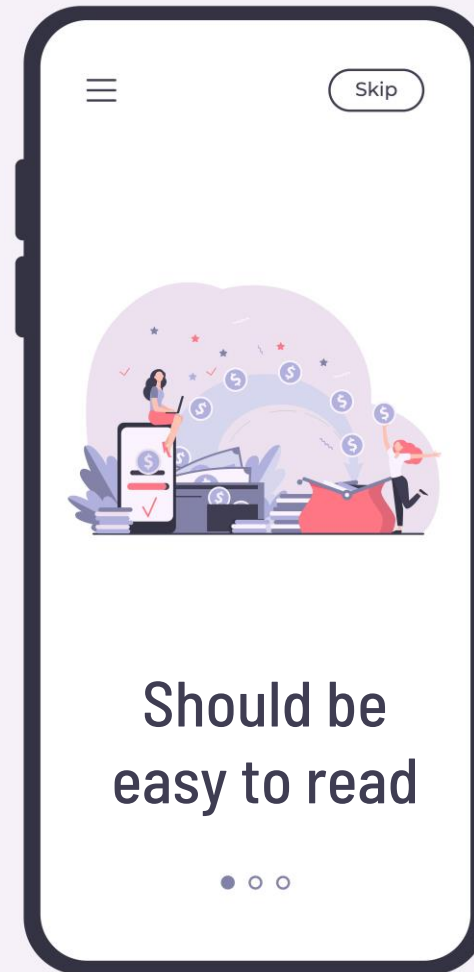


B2B Growth Agenda

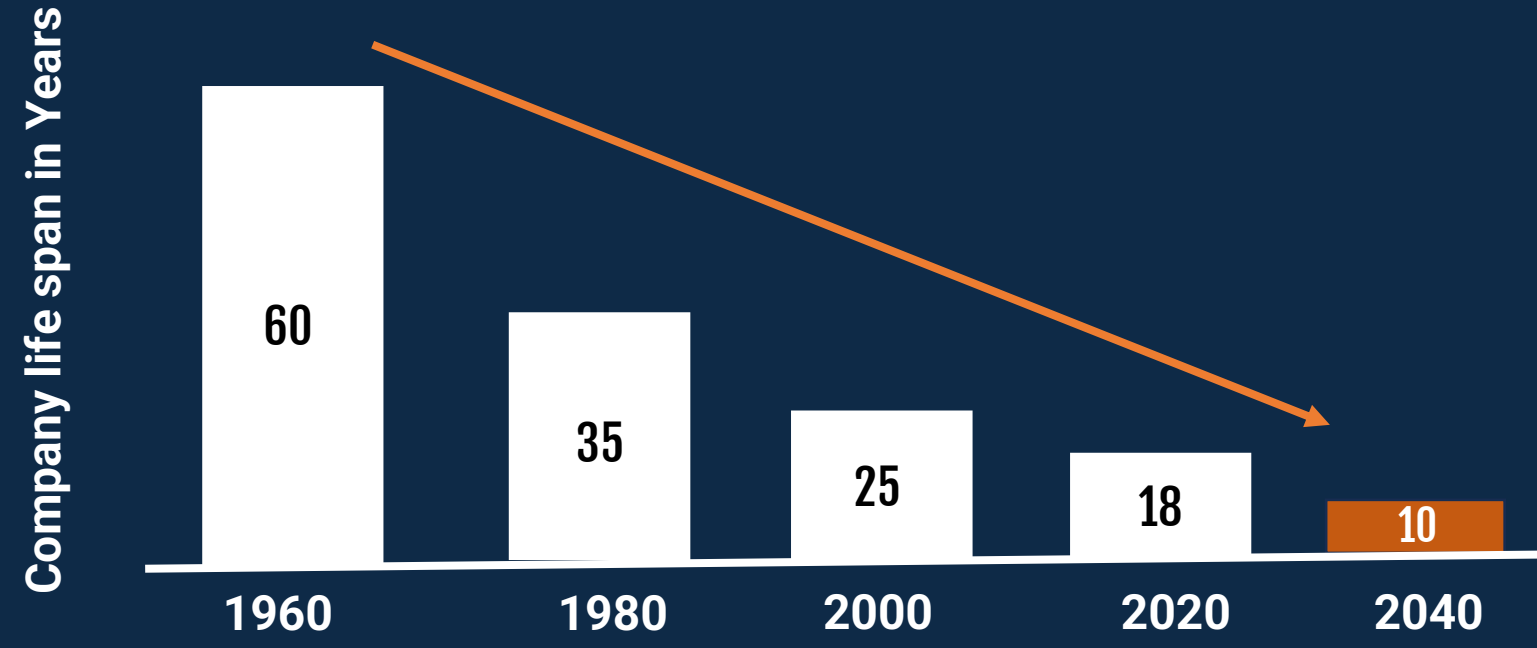
Client Centric Business Growth Strategy



**Viewing in Phone?
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Average life span of companies is continuously decreasing....

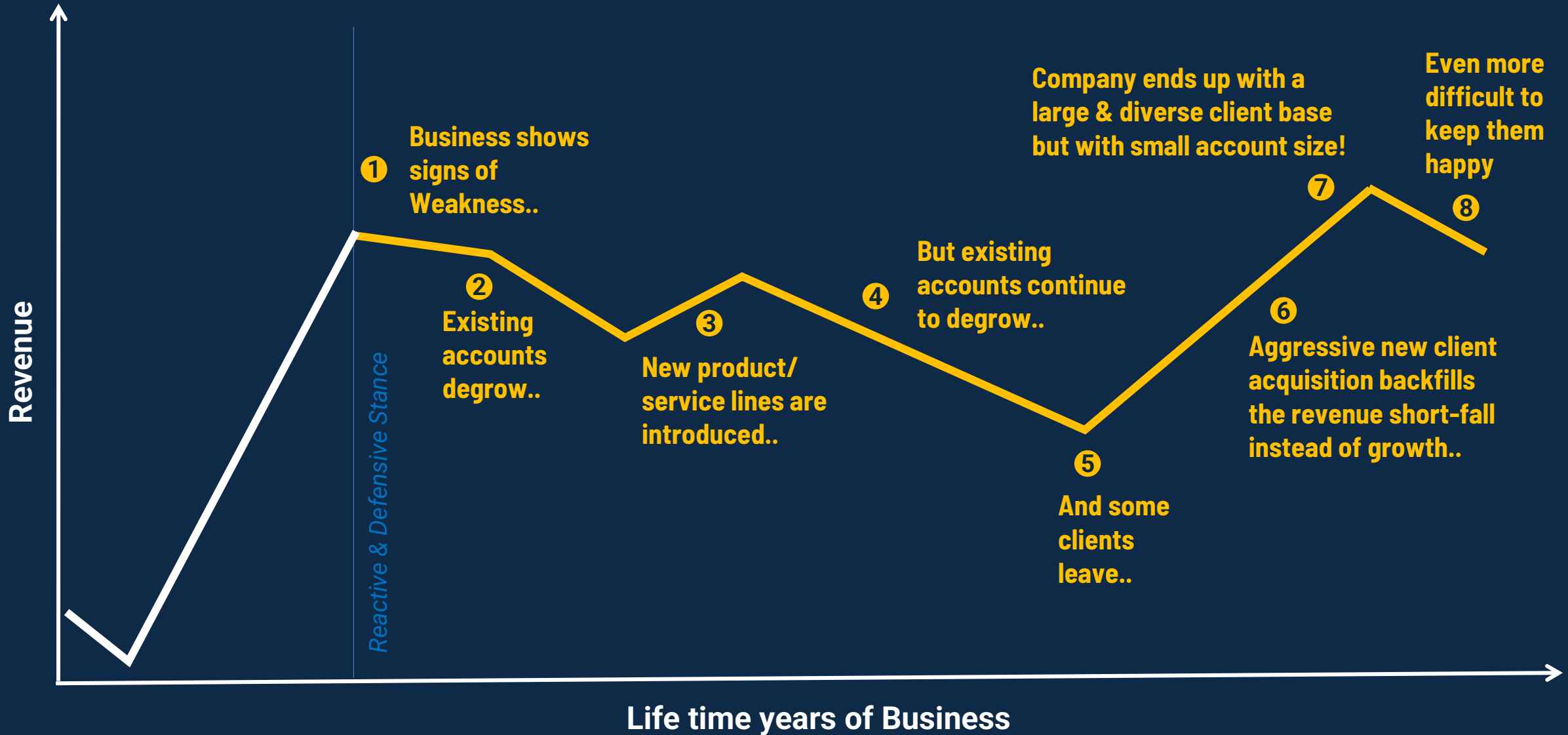


Data Source : Curated from Innosight based S&P500 Companies

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Most B2B companies find it difficult to achieve consistent growth...



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Signs of Weakness in B2B

80% of B2B organizations have at least 2 of these weakness

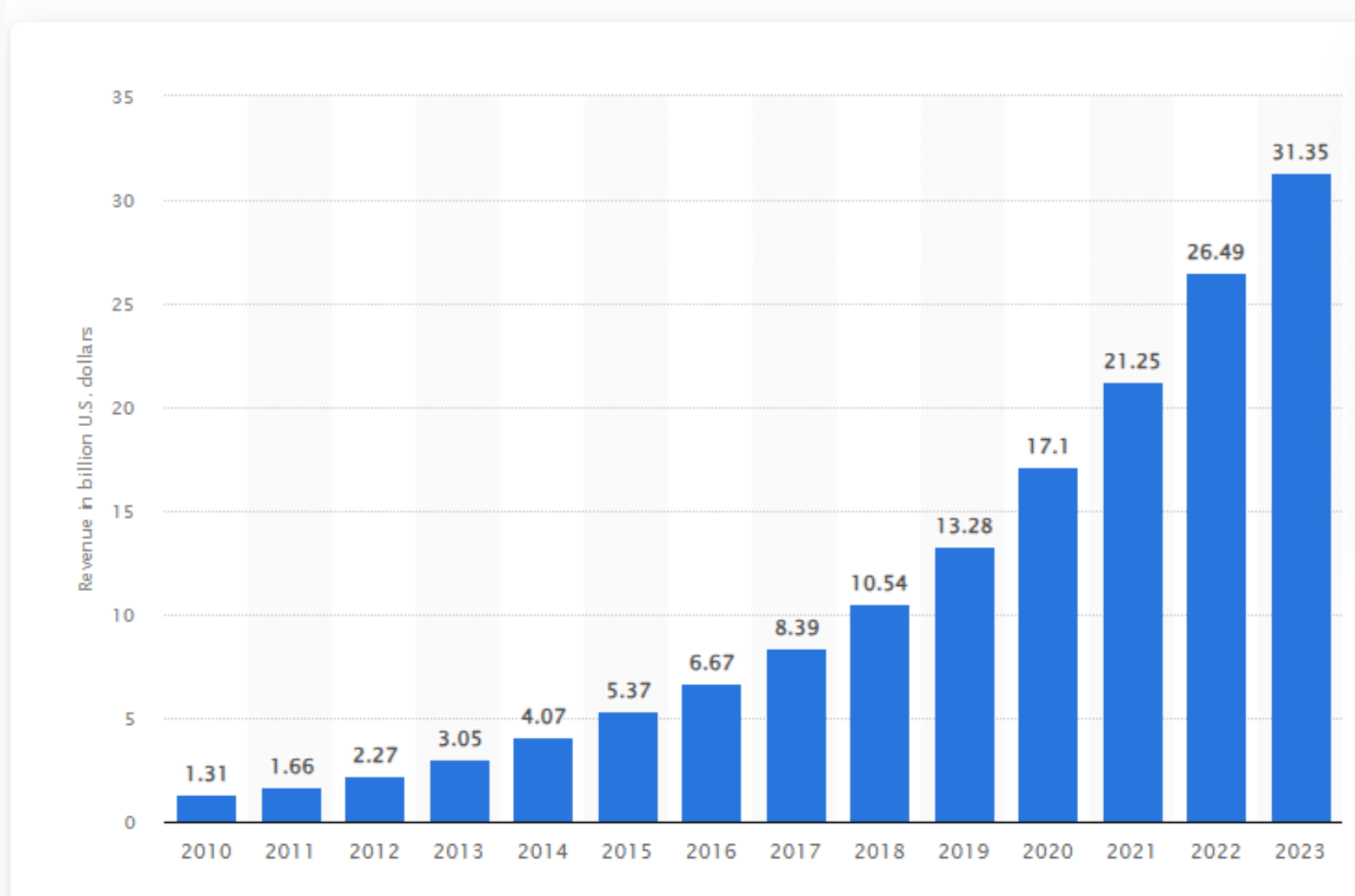
Poor account mining	Low sales win rates	Poor penetration in new segments	Losing to aggressive pricing	Failed new product/service launches
Undesirable client churn	Low demand	Un-attractive value proposition	Ineffective differentiation	In-adequate brand equity
Early churn	Poor client orientation	Recurring client escalations	No improvement in delivery	Service delivery issues
Cross-functional misalignment	Unstructured client engagement	Lack of client intimacy skills	No significant client insights	Poor execution
In-adequate data & digital mindset	No process ownership	Lack of collaboration	Order fulfilment mindset	Accountability issues

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But a few B2B companies take a different path...

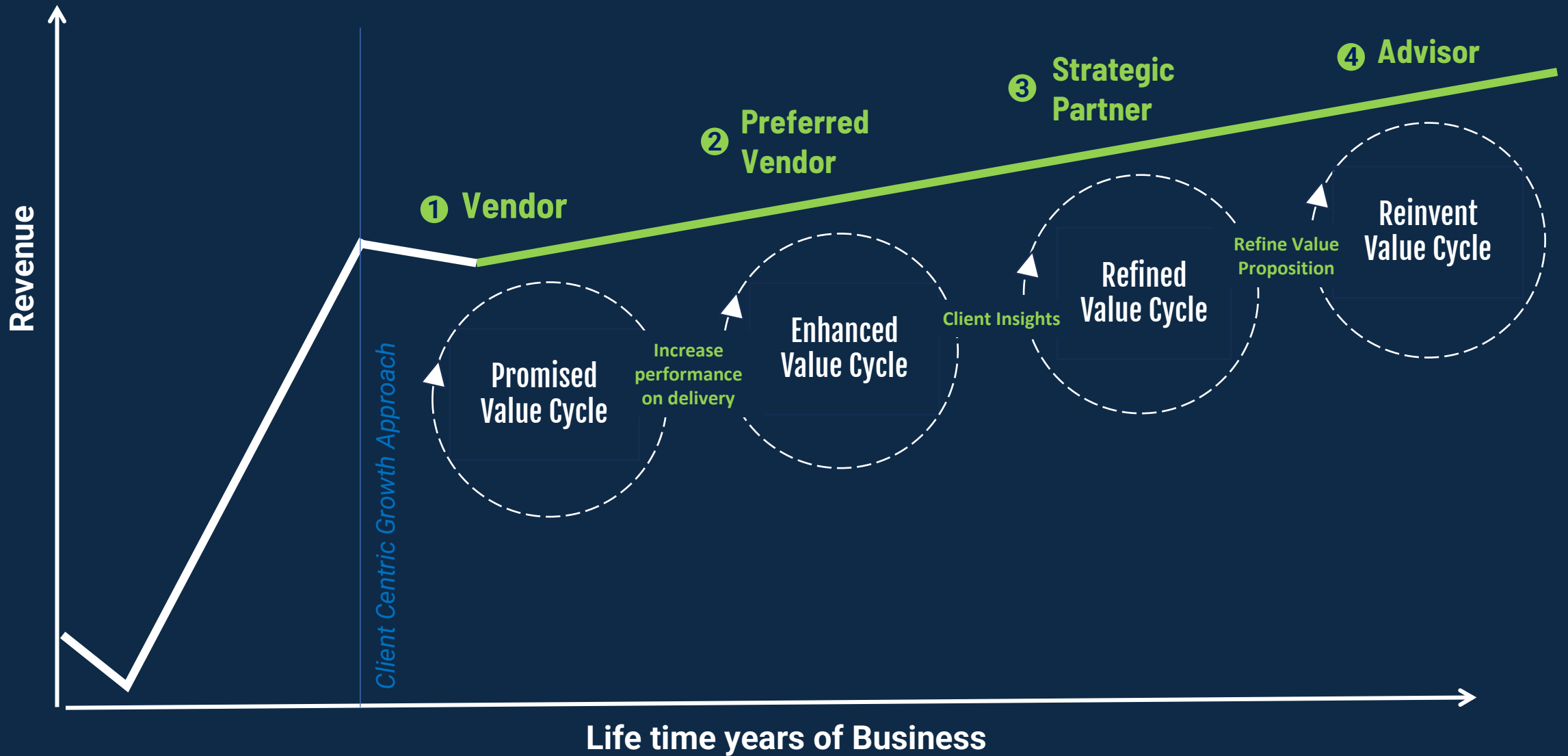


For Example,  revenue trend....



Source: Statista

They achieve consistent growth...



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What is in store...

50%



Higher Revenue

34%



Higher Profitability

55%



Higher Share of Wallet

33%



Greater chance to be
first choice of clients

63%



Lower Client Attrition

32%



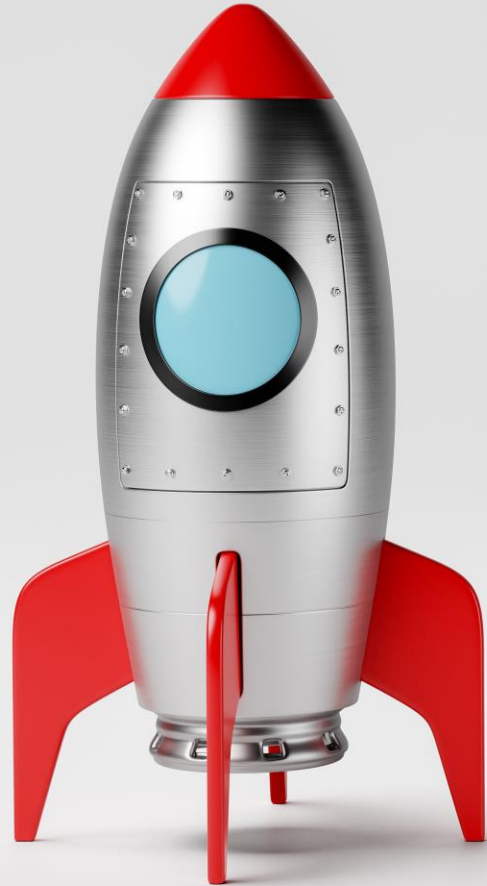
Collections Outstanding

Source:Gallup

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How does your client describe you?

- Vendor
- Preferred Vendor
- Solution Provider
- Strategic Partner
- Advisor in your field



**Not sure of your
company's potential?**

What is your chances of achieving long term consistent growth?



Reactive

< 25% Chances



Operational

25 ~ 50% Chances



Managed

50 ~ 80% Chances



Sustainable

> 80% Chances

Instantly get your company's Growth Score now. You will also get a detailed action report.

Self Assess Now

What's Holding the B2B Management Back



01

Lack of Client Centric Approach to business growth

02

Lack of Management Systems to support the approach

03

And Inconsistent Execution

**“You succeed when
your client succeeds.”**

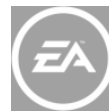
—‘The Client Centric Protagonist’ Book



As per Deloitte, the average revenue growth rate of companies correctly implementing client centric strategies is 2.3 times higher than companies that don't use an structured approach.

Top organizations choose us

Our clientele



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Top organizations choose us

Engagements in



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We are an enabler of **consistent business growth using client centric strategies to:**

- ❖ Increase Account Based Revenue
- ❖ Increase Share of Business
- ❖ Increase New Order Win Rates
- ❖ Reduce Client Churns & Escalations
- ❖ New Product/Service Success Rate



IT Case study

For a 3 Bn US MNC involved in Engg and Enterprise Solutions for manufacturing sector clients including group companies & 3rd parties.

Condition

- Projects with few group companies had frequent escalations.
- Most external projects had budget and time overrun.
- Client satisfaction scores were low.
- Sales Win Rates and projects awarded were of low value.

Big 4 Actions

- Improved the Project Value and Win rates based on targeting the influencers instead of the decision makers.
- Customer Satisfaction Analytics to build a predictive model and key drivers
- Coaching of Delivery Managers and Project Managers on handling client reviews, communication and relationship management (influencing framework)
- Review of internal project management process and fix internal measures, risk assessment, resource management and client dashboards



Contact us for more B2B client case studies from...

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❖ O&G

❖ Manufacturing

❖ B2B Telecom

❖ IT

❖ ITES



Inception : 2009 | HQ : Chennai, India



Your partner in

Maximizing Client Centric Business Growth

BFSI | Services | IT & ITES | Tech & Telecom | Industrial & Manufacturing

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01 Take B2B Self-diagnostic & get instant report

Start Here

02 Organize a free 1 Hr Leadership Workshop on B2B Client Centric Growth Strategies

03 You build a 'Business Growth Opportunity Roadmap' & we can help you

Contact Us

suba@collaborat.com

+91 9176615766

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Our B2B Growth Services

B2B Enterprise Edge Intervention

9-month Expert-led Client Centric Business Growth Intervention for B2B Companies

[More Details](#)

B2B Client Centric Growth Protagonist

3-month Business Growth Coaching Program for Owners, Founders & Top Leaders

[More Details](#)

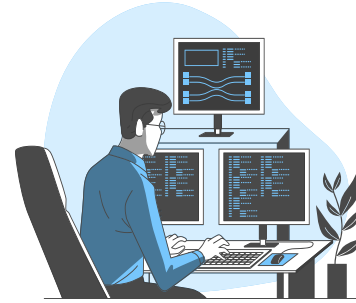
Canopus Client Centric Culture Assessment

An easy and effective psychometric assessment of Client Centricity Culture of your organization

[More Details](#)



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Facilitation & Support

- ❖ Strategic Workshops
- ❖ Implementation & Co-creation

Deep Interventions

- ❖ Client Centric Growth
- ❖ Assessment
- ❖ Client Research
- ❖ Data Based Insights

Capability Building

- ❖ Training & Mentoring
- ❖ Self-Paced Courses

We facilitate a variety of skill building workshops covering the below growth centric competencies :

Target Audience:

- ❖ CXOs/Senior Leadership Team
- ❖ Client Facing Teams (Account Managers, Program managers, Sales & Marketing)
- ❖ Managers & above

Competencies:

Client Centricity	Communication	Problem Solving	Analytics
Relationship Management	Collaboration	Execution	Growth



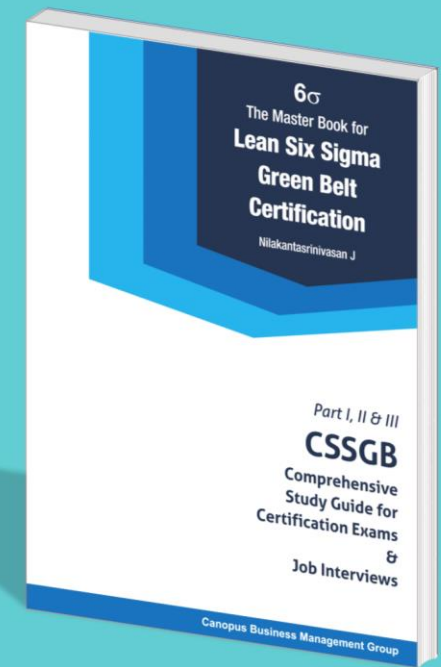
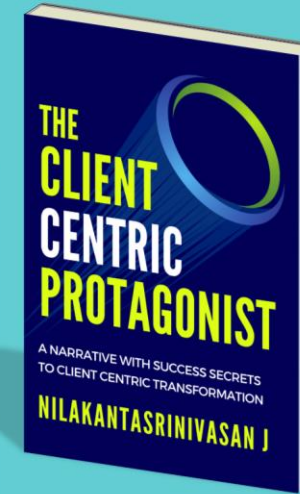
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Nilakantasrinivasan (Neil)



[Learn more](#)

“You succeed when your client succeeds”












Currently I manage a professional services practice that I founded in 2009 offering consulting and digital learning courses with clientele across sectors like BFSI, outsourcing, IT, technology services, discrete manufacturing, O&G, shipping, professional services, consumer goods, automobiles, telecom and edTech.

My main focus is in helping my clients to **drive consistent business growth by implementing client-centric strategies**, that result in increased account growth & penetration, low sales win rates, client retention, Poor NPS & SLAs

- Led Business Transformation, Quality & Productivity initiatives for BoA & HSBC India
- Authored of 3 Books
- Value creation of hard improvements of over \$20 Mn
- Set up & led CX program for HSBC India across BUs
- Certified MBB, highly rated global instructor & repertoire to navigate in cross-culture & C-suite to cultivate buy-in

Click  to download

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- **[Report] A Healthy B2B Growth Equation – 6 issues to address to grow to full potential** 
- **[Editorial] B2B Client-Centric Growth Strategies – Fortnightly Perspective** 
- **[eBook] Hearts & Minds Client Centric Growth** 
- **[eBook] Why OKR eBook** 
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