

BUILDING STRONGER B2B RELATIONSHIPS

**UNLOCKING VALUE THROUGH STRATEGIC
SUPPLIER-CUSTOMER COLLABORATIONS**

June 2023



ABOUT US

At a Glance

We are a global strategy consulting firm focused on helping forward-thinking organizations to navigate disruptive change and **OWN THE FUTURE**

We help companies imagine and build new ways to grow, both in their core businesses and in markets that don't yet exist

Our clients tell us we change the way they think and see, enabling them to do things they could never do before



Ned Calder
Partner



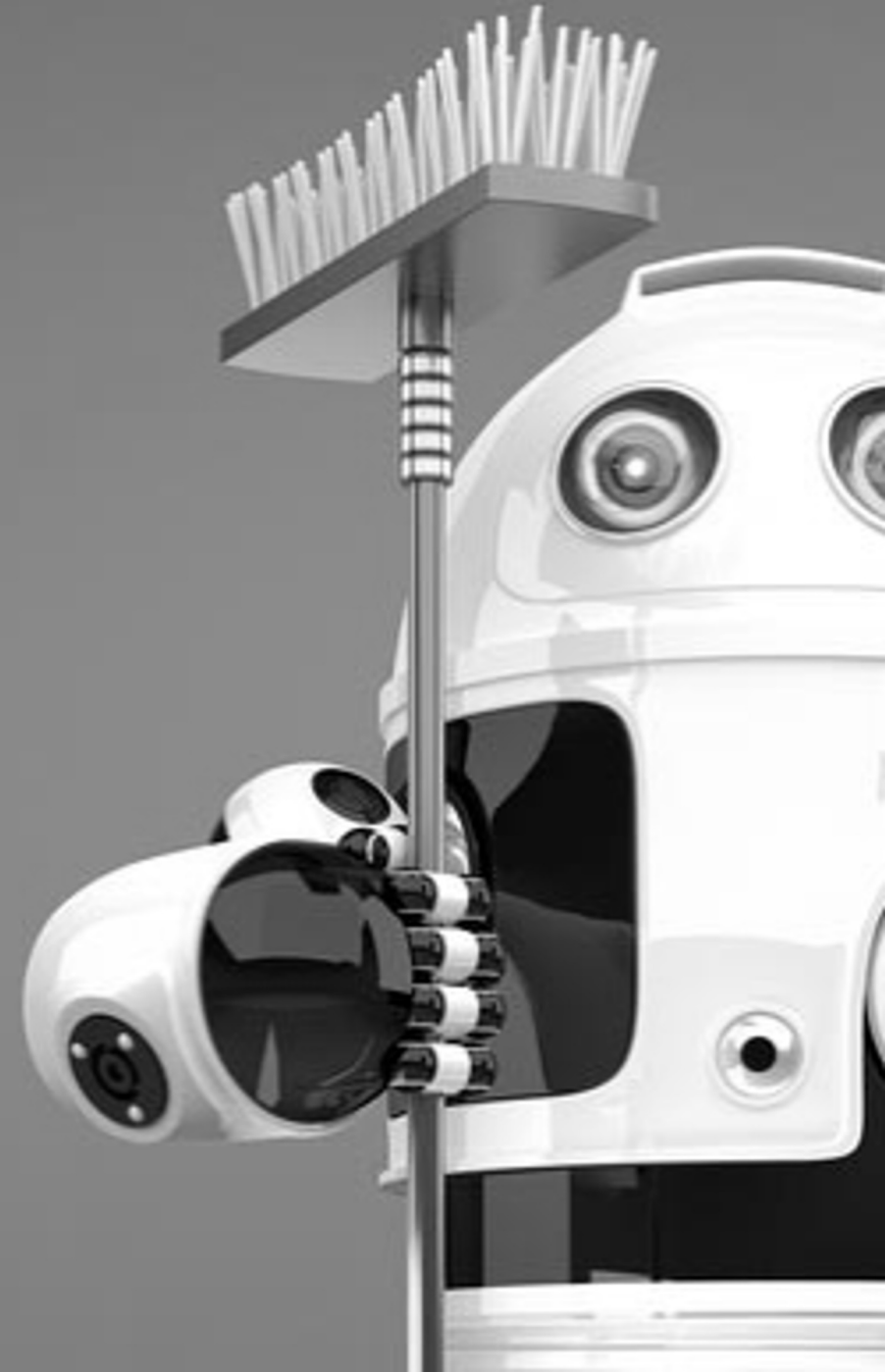
Rob Bell
Partner



Freddy Solis
Associate Partner

Housekeeping Notes

- The webinar is being recorded
- The link to the recorded webinar and to the presentation slides will be shared
- All participant lines have been muted
- Please submit questions using the **"Q&A"** function that appears in the toolbar; we plan to answer questions as we go
- Feel free to comment in the **Chat**, we will also monitor and respond as we go



Goals for the Session

01

Introduce a language to describe different types of relationships

02

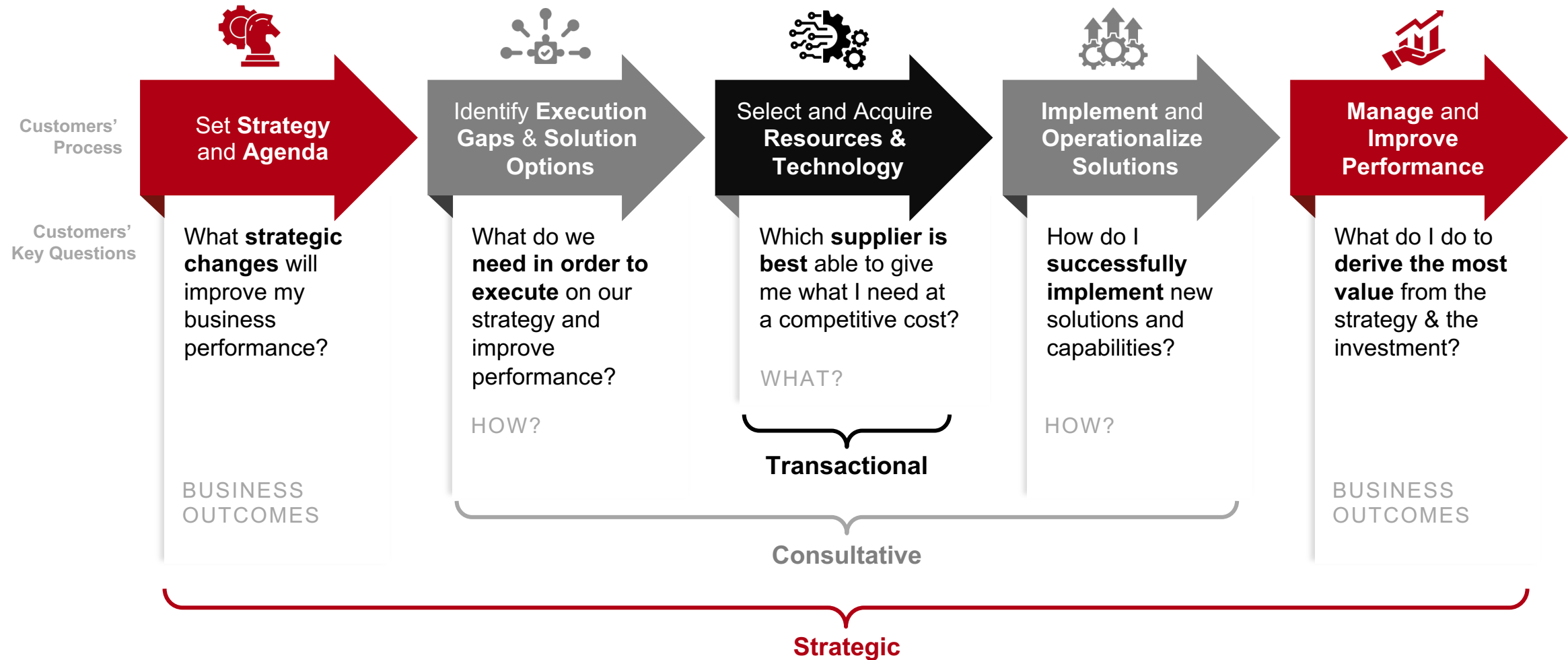
Share examples of companies that have evolved their **relationships from transactional to strategic**

03

Describe the best practices required to reset existing relationships and move them towards a more strategic orientation

Strong customer relationships evolve from transactional into consultative, and eventually, strategic collaborations

We define ourselves by:





THE SUCCESS FACTORS: Five lessons on successfully building stronger and more strategic B2B relationships

1



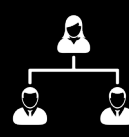
Deepen your insight of your customer's jobs to be done

2



Open up new ways to create value for both parties

3



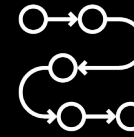
Establish relationships beyond your current footprint

4

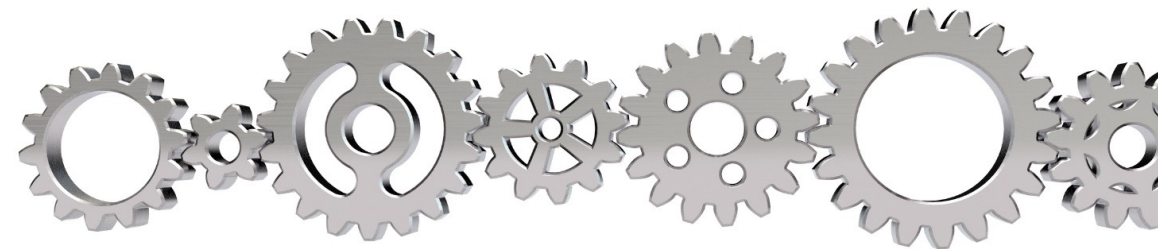


Engage in mutual discovery and development

5

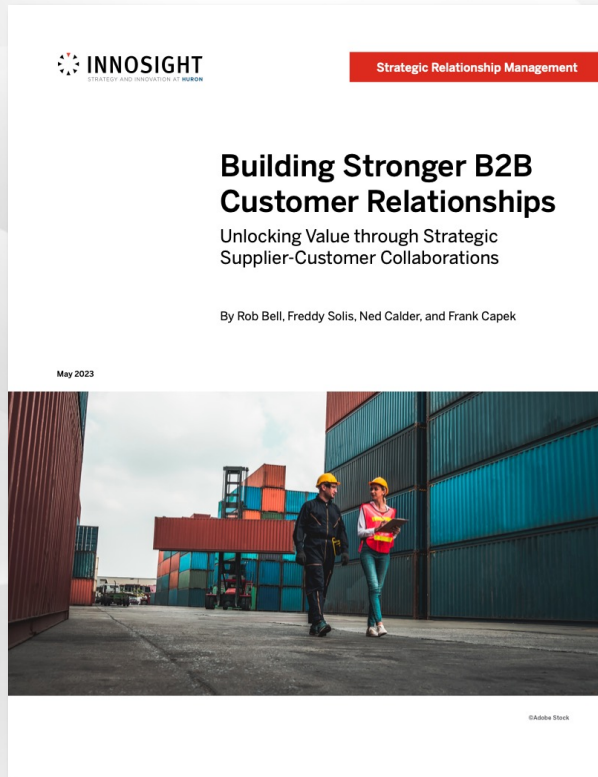


Define and co-lead a joint collaboration process



Q&A

Please use the 'chat' or 'raise hand' functions to ask questions



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