

# Customers

*Firm up your customer base to help create demand for your products and services*



Building Back  
Business from  
Crisis

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**MSME**

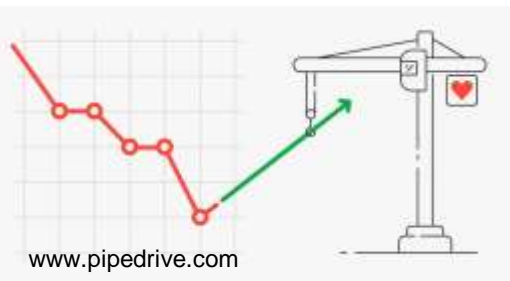
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In partnership with



# Sales Dropped into Crisis

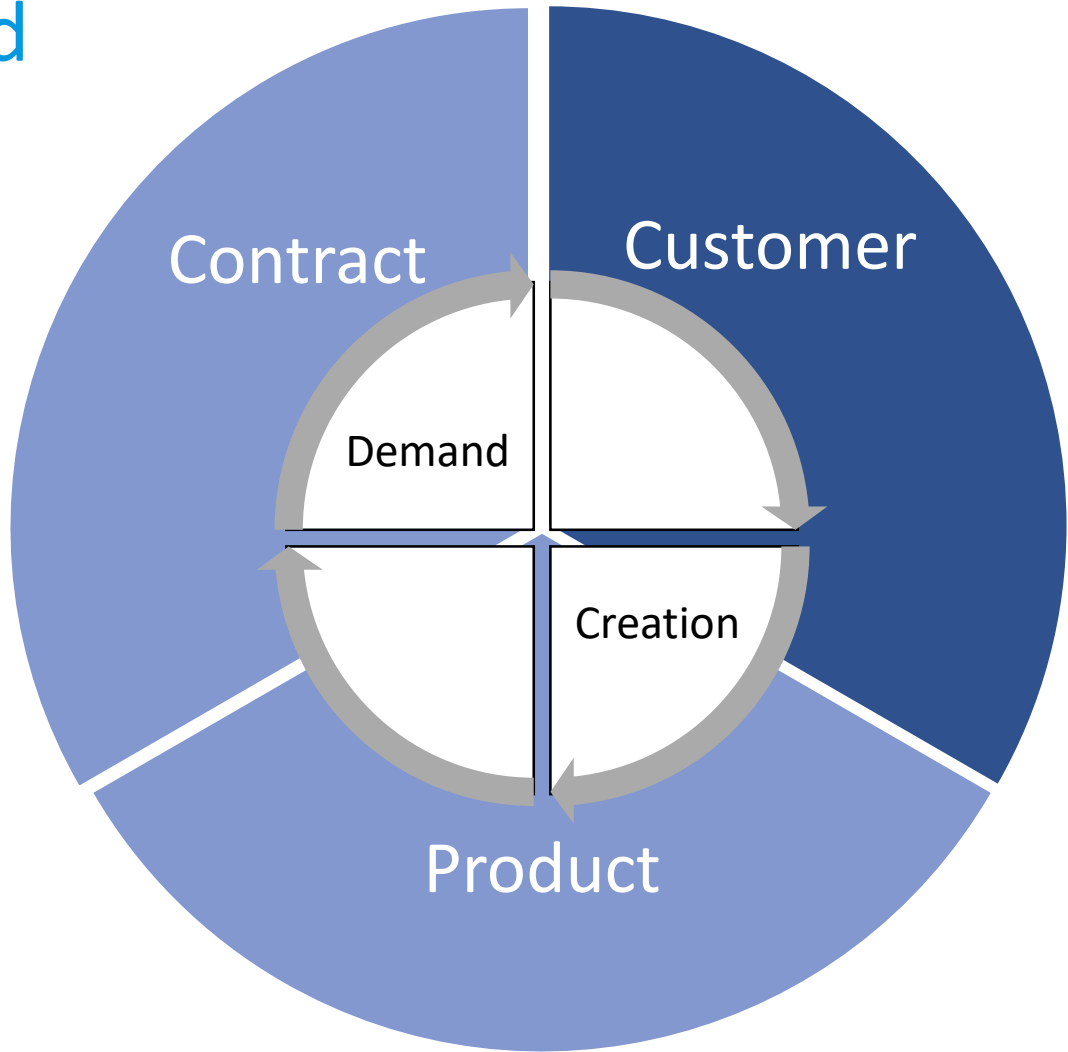
- Sudden disruption of sales
  - Cannot supply
    - Interrupted manufacturing due to plant lock down and/or unavailability of critical manufacturing inputs
  - Cannot reach customer
    - Lock down of physical channels for warehousing, distribution and sales
  - Market demand plummeted
    - Sudden 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

## Customers

New  
Target,  
customized  
messaging

Pipeline  
Follow up &  
derisk

Current  
Assure &  
Support

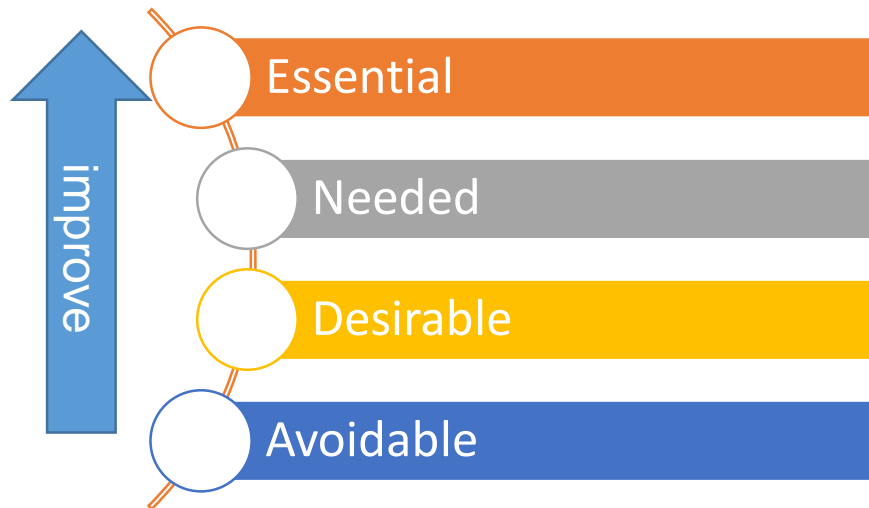
- Reach out
  - Know where your customers are
  - Let your customers know where you are
  - Debottleneck challenges
- Cooperate
  - Practice SPIN



## Products

# Improve positioning of your products in changed market and society

- Rework ENDA for changed market and society



- Right size?
- Right presentation?  
Right functions?
- Right features?
- Right service package?

## Contracts

# Structure contracts to meet your business cash flows

## Contracts

Price

Payment

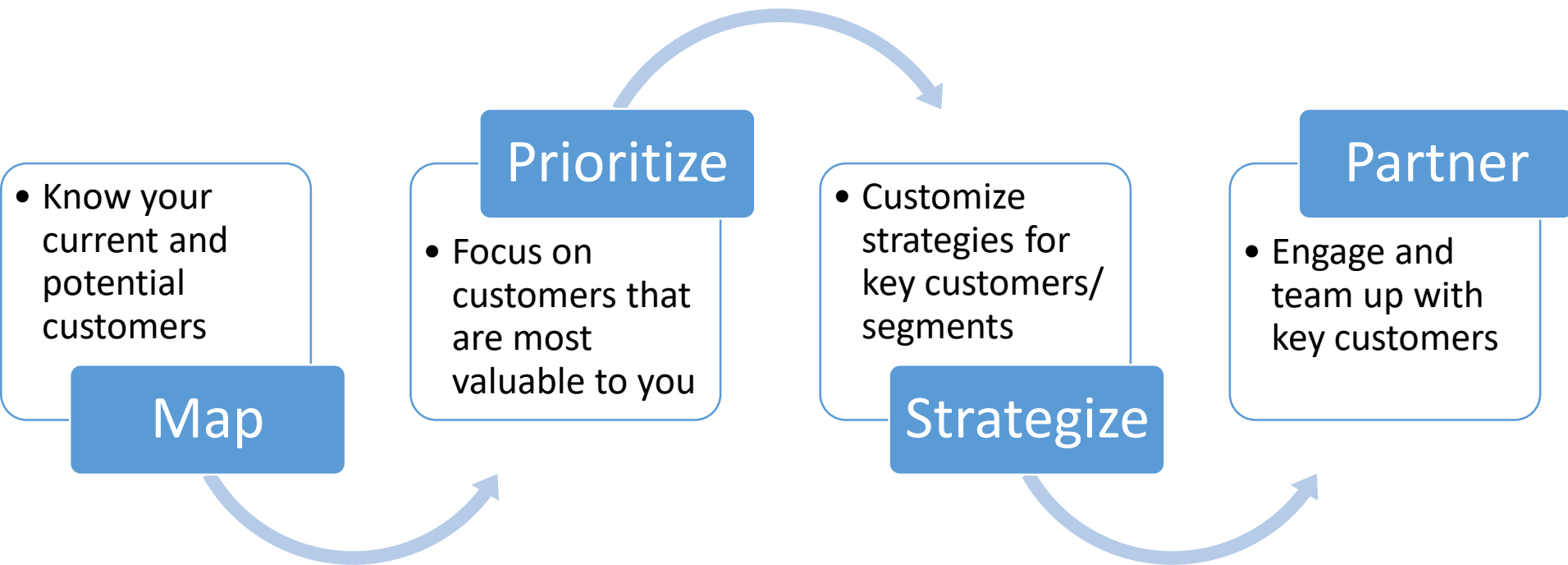
Contract

Volume  
(forecast)

Surety

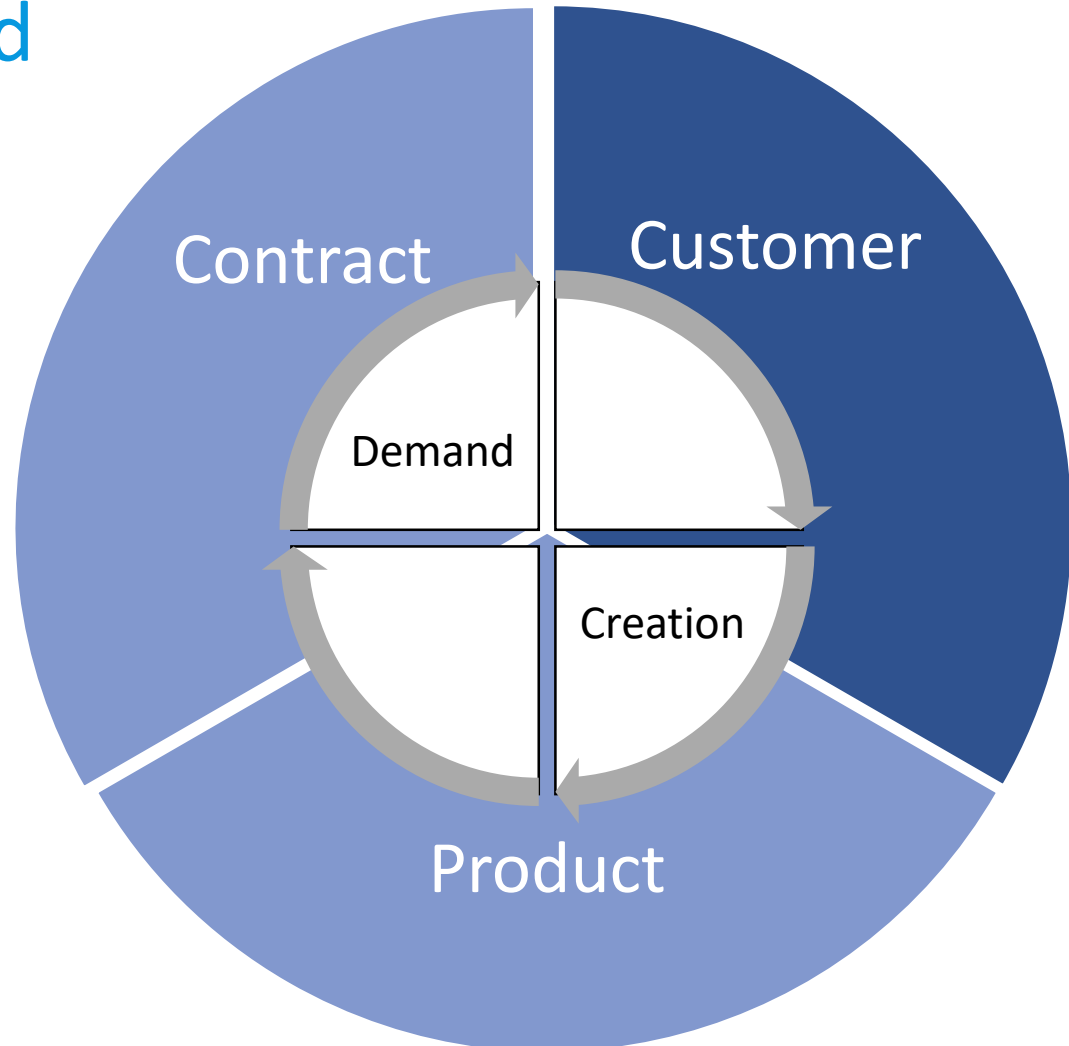
- Negotiate contract as package of arrangements to incentivize
  - Early release of payments
    - Credit → Cash → Prepayment
  - Enhanced guarantees
  - Aggregation over time

# Firm Up Customer Base and Create Demand



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