



# TYGES®

Connectivity Business Unit  
Executive and Professional Search Firm

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LATEST NEWS FROM TYGES INTERNATIONAL -  
CONNECTIVITY BUSINESS UNIT

Part III.

### The Fight Against Commoditization: *Sales Enablement Through Your Channel to Your Website*

By: Jonathan Bogush- Director of Connectivity

In last month's TYGES Connectivity newsletter, we posed the question, "If a bigger solution is better (i.e. a more diverse and multi-faceted product and service offering sold by national connectivity manufacturers), then how do we get better at selling it?"

After speaking with numerous strategic sales, marketing, and engineering leaders, we realized that manufacturers face two major hurdles when bringing their solution to market. First, they must find a way to combine the technologies, go-to-market strategies, and cultures of multiple companies working to bring a solution to their customers. Second, the overall need for current or potential customers to be better educated about the products and services within the solution by way of developing a more coherent technical marketing message that discusses the solutions applications and overall benefits.

To address both of these hurdles, most solutions driven manufacturers are looking more critically at their sales channels and their web based resources and how both consultatively engage potential customers to have them self-discover their needs and thereby the specific product and service solution they need.

In our previous newsletter, we discussed the efforts taken by our clients to refocus and re-educate their current sales channel by way of talent top-grading, developing new technical sales/marketing strategies and programs, as well as restructuring compensation plans to reward "solutions selling" as opposed to "transactional selling". Since then, however, I have worked several C-level commercial marketing searches for Fortune 500 manufacturers and these searches have been focused more on finding a leader that can transform a marketing organization by way of overhauling their web presence to better articulate and position their solution and to enhance the end-users education about the products to better enable the sale. This development of web based resources is something that can be seen throughout the connectivity industry's data center vertical where we see manufacturers that make a wide variety of cable and connectivity products for networking as well as mission critical components like power and cooling technologies and an over-arching software management tool. For high-performance data center product manufacturers, redirecting the efforts and approach of their sales channel as well as actively overhauling their websites to be more customer driven and more focused on sales enablement has definitely helped the adoption of their solution and in turn

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cultivate a deeper relationship with their end-users.

It seems that most manufacturers we work with are now beginning to understand that simply putting their product catalogue on-line does not enable the breadth of their solution to be realized by the customer and in many instances it can actually confuse the customer thereby making them more hesitant to engage with the solution or the direct/indirect sales organizations that are actively trying to position it.

And while this need for manufacturers- both inside and outside of the high-performance data center product space- to develop their web based resources is being realized, the question arises, how do companies develop their web based resources to allow a customer to more fully engage with their solution and more importantly their sales channel?

At first glance, it appears this is being done by adding another layer of strategic commercial marketing leadership to an organization- progressive leadership that understands that a web site and the resources it provides is critical to both the alignment of a brand and all of its moving parts and to a customer's adoption of a particular set of products that can help their business. Beyond that, though, what are the actual developments necessary in order to get more out of a website's ability to enable a sale?

Obviously, as recruiters, we are in a unique position to ask these questions and we would love to hear your thoughts on things. Reach out to us for a discussion on the ways your current company is improving their web site and web based resources in order to more actively engage potential customers with a particular solution to help enable a sale. In our next newsletter, we will endeavor on a new topic series focusing on the uptick of "new hires" throughout the connectivity manufacturing world and how that may hint at what's to come in the future job markets.

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## ACTIVE JOB OPENINGS:

- VP of Engineering and R&D - Industrial Networking
- Sr. Product Manager - Broadcast Connectivity Systems
- Director of Operations - Mil/Aero Cable & Connectivity
- Field Applications Engineer - Fiber Optic Cables Assemblies and Systems

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## IMPACT PLAYERS

- Director of Sales and Marketing - Enterprise & Data Center Connectivity
- Sr. Manufacturing Project Engineer - Copper Connectors & Cable Assemblies
- VP of Sales and Marketing - MV Industrial B2B Power Products & Systems
- Process Engineer - Cables, Connectors, Electro-Mechanical Components

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Should you be interested in learning more about any of our current job openings or Impact Players, please contact us at [connectivity@tyges.com](mailto:connectivity@tyges.com). We look forward to working with you in the future.

Good luck in your current ventures and you'll be hearing from us next month!

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