



TYGES®

Connectivity Business Unit

Executive and Professional Search Firm

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LATEST NEWS FROM TYGES INTERNATIONAL -
CONNECTIVITY BUSINESS UNIT

Part II.

The Fight Against Commoditization: *If a bigger solution is better, how do we get better at selling it?*

By: Jonathan Bogush- Director of Connectivity

In last month's TYGES Connectivity newsletter, we asked the question "Is the current trend of large multi-national manufacturers providing a bigger solution (i.e. a more diverse and multi-faceted product and service offering) actually improving their relationship with their end-users or is it negatively impacting the people and overall company culture tasked with delivering the solution to the customer?"

The most immediate and telling feedback we received came from sales professionals situated somewhere within the sales channel of their perspective organization from direct technical sales people to customer interfacing solutions specialists working for rep agencies, large distributors or VARs. It seemed that most agreed that the particular solution they were delivering - for example, high-end connectivity and infrastructure products and DCIM software into the enterprise data center space - was something that was received positively by their customers despite the fact that their solutions needed more time to mature in the market and more overall strategic synchronicity between the channel partners. Most, in this space, seemed to agree that there needed to be more learning and education about the products and services in general and more refinement in the way their applications and benefits can be beneficial to the customer.

The overwhelming majority pointed more to the stress being experienced internally by the strategic leaders tasked with developing both the technical and commercial strategies for their particular solution, with some hinting that the biggest challenges arise when attempting to combine not only the technologies and go-to-market strategies of sometimes two or more companies (post acquisition and mid-integration), but also the culture of those companies and the standards and practices they employ when engineering, manufacturing, marketing, and selling their solutions.

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With all of this in mind, the question shouldn't be whether or not a bigger solution is better since large-scale product and service solutions offered in some markets are being adopted, albeit, slower than some people expected. The real question is whether or not there is a better way for manufacturers with a more diverse and multi-faceted product and service offering to relay their solution to the customer. But that begs a follow up question: does the success of relaying that solution to a customer depend on first finding the common thread that links together a manufacturer's cultural, strategic, and go-to-market approach so it can be easier for a customer to actually identify and access their solution and begin realizing the ROI of that solution more rapidly?

Obviously as recruiters we are in a unique position to ask these questions and we'd love to hear your thoughts on things. Reach out for a discussion on the ways your current company is improving the way in which they sell their solution and the ways in which a solutions message could be better developed and deployed throughout the somewhat complex company cultures and sales channels that today's large multi-national manufacturers foster.

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- VP of Operations - cabling and connectivity
- Product Manager - communication cables / cabling systems

Should you be interested in learning more about any of our current job openings or Impact Players, please contact us at 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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