



# Manufacturing Meaningful Consumer Relationships

Future of Consumer Goods Companies





## INTRODUCTION

There's no doubt that we are living in an era of rapid change. Consumers expect more from the brands they prefer and they desire highly personalized and proactive experiences. Their behavior, combined with rapidly increasing product options, has pushed consumer goods companies to the tipping point, forcing them to evaluate how to deliver on the modern consumer's expectations.

To do this, they have to transform how they engage with their direct customers—the distributors, wholesalers, and retailers of their products. They're creating an opportunity for consumer goods companies to use technology to gain an edge on the competition.

Top-performing consumer goods companies are dropping legacy processes and embracing technology that better connects them with:

- **Distributors & Retailers:** Improving collaboration with the manufacturer, as well as providing cleaner POS data transfer.
- **Employees:** Connecting to all possible information available about a retailer, their products, and inventory.
- **Consumers:** Leveraging social media and communities to build and grow relationships with their customers.

The future of consumer goods is moving toward a connected ecosystem that provides true 1-1 personalized experiences for consumers, distributors, wholesalers, and retailers. It's time to embrace the future and gain your edge over the competition.

Read on to see how consumer goods companies around the world are changing the game by quickly innovating, building in agility through technology, and deepening relationships with their customers and consumers.

# 1

## Changing Market Dynamics

The consumer goods industry is experiencing a number of transformative forces that are pressuring companies to engage with all their customers –the distribution network that delivers their product to their consumers –in exciting new ways.

Adapting to these changes can be a challenge without the right tools in place to help you. Salesforce was designed to help you engage with distributors and retailers with the efficiency and personalization they now expect.

## Some transformative consumer forces include:

- **Emerging Markets:** Existing home and mature markets are not growing fast or stabilizing. The growth is coming from new brands and new categories, putting pressure on manufacturers to onboard, people, processes, and technology in these areas faster.
- **Retail Consolidation:** Distribution is changing as well; larger chains are swallowing up smaller ones, store concepts are changing fast, and eCommerce is growing in relevance.
- **Wholesale & Distributor Mindshare:** Consumer goods companies are no longer concerned only with shelf space, but with distributor mindshare as well. As distributor power continues to grow, influencing distributor reps is critical.

## Competition is heating up

Consumers are now in the driver seat. It is now cheaper for consumer goods companies to bring products to market, create adjacent SKU's, and new competitors with agile processes are popping up every day, stealing consumer mindshare. Consumers want more 1-1 engagements with the brands they buy, higher-quality products, and they want more options when shopping across price points.

## Legacy strategies holding you back

Success in the new consumer-driven world comes down to speed, execution, and “out-foxing” the the competitors through distribution. However, a surprising number of consumer goods manufacturers are still relying on their legacy on-premise systems, manual processes, and shared document drives to forecast their production, track their sales, and manage relationships with their distribution network. Anything that has to happen outside the system immediately causes an inefficiency in the process and opens you up to risk in the market. Furthermore, the cost of maintaining these legacy systems creates dead money in your budget—savings you could apply to get a jump on the competition if you didn't have to spend it on system upgrades and maintenance.

## It's time for change

You didn't get to where you are without a great product. Your manufacturing process is ready for prime time; or perhaps it's creating some of the most desired products in the world. However, if your production system isn't integrated with your go-to-market system, the whole revenue machine breaks down. Salesforce is primed to help you link your key account management, retail execution, and consumer engagement together to mobilize your sales.



# 2

## Optimal Retail Execution

Retail Execution empowers field sales with tools to plan, manage, and track retail point-of-sale promotional implementation and performance. Understanding in-store sales is key to optimizing consumer relationships and maximizing performance and efficiency across the distribution network. Without it, you're flying blindly.

With a Salesforce-based Retail Execution solution, a salesperson can visit a retail location and, using a mobile device, ensure the site is stocked properly, displaying product appropriately, and following promotional guidelines. They can also use the mobile device for guided selling and customer education. The Salesforce1 Mobile App puts all of this functionality into a salesperson's hands to enable the highest level of Retail Execution.

### Mobilize the sales team

Leveraging Salesforce puts CRM right in the palm of your field team's hands. As they work on location at a retail outlet or with a distributor, the information from their visit is logged in real time, speeding access to insights across your business. From stocking information to campaign compliance, inventory management to display options, your sales team can now ensure your retailers are working towards your goals. No longer are you stuck waiting for data to make decisions; you can finally operate in real time, removing barriers that your legacy systems created.

Removing barriers allows your sales team to fully tap into everything your CRM has to offer. Salesforce1 is completely customizable, which means the app molds itself to the way you work, not the other way around. Nearly everything is customizable, from look and feel, to apps and actions. This limits any learning curve. Your sales team can launch the mobile app and instantly feel comfortable—and the app will look familiar. Actions and verbiage will be consistent with desktop versions of their CRM.

## Salesforce1 makes Retail Execution easy:

In turn helping consumer goods companies achieve their goals.

- **Engage Smarter:** Use mobile devices as a digital sales aid & deliver retailer-specific recommendations
- **Engage Everywhere:** Reach retailers in whatever way best suits them—by phone, email, social & SMS
- **Engage Deeper:** Create loyalty programs & digital marketing

# 3

## Managing Relationships with Key Accounts

As you've probably noticed, it's time for consumer goods companies to make the jump into the digital era. The right tools need to be in place to manage key accounts and grow revenue. Equally as important is to build your tools, and CRM system, around the optimal process to grow your business. For many CG companies this idea can be daunting since their customer data is locked up in legacy systems. Thanks to cloud technology, getting started is nearly pain-free.

In the new digital-enabled customer focused world, CG companies have to be closer to their customers, distributors and retailers, and share relevant information with them all the time. However, many CG companies, keep investing in systems of record to manage logistics, operations, and dozens of other functions. These systems were never designed to manage the customer relationship, rather they purely focus on transactional operations. CG companies need to implement a seamless engagement layer to move CRM to the center of their business operations to foster collaboration and planned trade program execution with their key customer accounts. Enabling real-time engagements through your CRM will drive results and help achieve desired consumer behavior.



### Keys to great Account Management:

- **Plan Together:** Collaborate inside the CRM and set up integrated forecasting for real-time planning
- **Execute Together:** Set up fully integrated deal sheet creation, communities, and connected service;
- **Profit Together:** 24x7 shipment, product consumption, and insight for precise Trade Promotion & supply chain decisions.

# 4

## Drive Consumer Engagement

Setting up systems to drive success in Key Account Management and Retail Execution is just the start. Reaching out to engage your consumers is the third of our three pillars of the consumer goods transformation. By establishing a cloud CRM, CG companies have done most of the work to set up the right processes and tools to engage their customers; now they have to extend it to reach the consumers. Consumers are expecting more 1-1 experiences that are tailored to them across the full buying cycle.

### Create More Customers :

- **Listen & Learn Everywhere:** Take advantage of Social.com to monitor conversations across channels at scale.
- **Personalize for Everyone:** Create 1-1 journeys driven by predictive insight on profile, demographics and behavior.
- **Engage Everywhere:** Reach the consumer where they want to be reached, including phone, email, web, SMS, and social media.

## Customer Spotlight

# Kellogg's

Kellogg's is the world's leading cereal company as well as the second largest producer of cookies, crackers and savory snacks and a leading North American frozen foods company. Bringing its well-known brands – including Kellogg's Frosted Flakes®, Keebler®, Pringles®, Rice Krispies®, Cheez-It®, Eggo®, Mini-Wheats® and more – to market is no easy task. The company's legacy system had performance issues and became too difficult to manage, taking too much time to input information to get any value back out of it. It was time to change its sales process and update how it works with distributors to reach Kellogg's end consumer. Kellogg turned to Salesforce to improve company-wide sales productivity, access anything in their CRM in under 60 seconds, and to bring the company into the mobile first era.

### Challenge

- Managing 4 separate ERP instances globally
- Little insight into supply chain and distribution issues in call centers
- Promotion planning and order entry locked in legacy systems

### Solutions

- Implemented Salesforce for 360° customer view
- Full insight into order-to-cash process
- Pulled promotion planning and order entry access into Salesforce, while maintaining back-office system of record

### Results

- Proactive call center reps due to 360° customer view
- 35% ROI, with expectations that it could climb to 85%
- Mobile field access to previously inaccessible customer insight

### Products

Sales Cloud    Service Cloud    App Cloud    Marketing Cloud



*“We save time and sell more.  
In two months, we saw almost 300%  
improvement in engagement”*

**Adam LeDonne**  
Director of Sales Strategy  
Kellogg's





## CONCLUSION

Consumer choice and heightened expectations are enough to drive an industry-wide shift. The rapidly evolving business technology needed to produce goods, manage the supply chain, and internal operations only accelerate that timeline. In short: there's little time to get ahead of competition. The future of consumer goods is moving toward a connected ecosystem that provides true personalized experiences for consumers, distributors, wholesalers, and retailers. It's time to embrace the future and stake your leadership claim in the consumer goods industry with Salesforce.



# A sales tool as powerful as you.

Even the best sales people need the right tools to close the deal. Salesforce is the industry leader in customer relationship management and was designed with top sales performers in mind. From the world's most loved CRM features, to cutting edge new functionality that is redefining the industry, Salesforce is focused on one thing: making you successful.

Close more deals, get more leads, gain more insight, and accelerate productivity, with Salesforce Sales Cloud.

[Learn more >](#)

45% Increase in sales pipeline.

44% Increased sales productivity.

37% Increase in sales revenue.



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