

B2B Commerce
MARKET CATEGORIES

Smarter Commerce

INDUSTRIES

Telecommunications
Industrial Products
Wholesale Distribution & Services

GEOGRAPHIES

ASEAN IMT
Australia/New Zealand IMT
Belgium Netherlands Luxembourg IMT
Canada IMT
Central and Eastern Europe IMT
DACH IMT
France IMT
Greater China
India-South Asia IMT
Italy IMT
Japan IMT
Korea IMT
Latin America
Middle East & Africa
Nordic IMT
Spain Portugal Greece Israel IMT
United Kingdom and Ireland IMT
US Exception IMT
US Federal IMT
US IMT



Steven
Sales Director

Also Known As
Vice President of Sales
Sales and Marketing
Director of Sales

Bio

Steven works as Director of Sales, encouraging customers to exchange their funds for his company's services or goods. Additionally, his responsibilities include the attainment of an organization's sales goals in an effective and efficient manner through planning, staffing, training, leading and controlling organizational resources.

Steven's overall work objective is to meet profitability and revenue targets by delivering products that address market demand at the point in time when demand is greatest, minimizing development and manufacturing costs, and by meeting product quality objectives. Steven studied business at Indiana University, and received an MBA from Georgia Tech.

Thought Process



Challenges

- Sustain profitable growth rates in an uncertain economic climate.
- Track and manage market volatility, uneven demand and intense competition.

Responsibilities

- Attain the organization's sales goals in an effective and efficient manner through planning, staffing, leading and controlling organizational resources.

Evaluated On

- Ability to encourage customers to exchange their funds for organization's goods and services.
- Ability to meet profitability and revenue targets by delivering products that address market demand at the point in time when demand is greatest, minimizing development and manufacturing costs, and meeting product quality objectives.

Awareness

Client activity



Looking for a potential solution to getting closer to the customers by understanding their wants and needs, understanding previous buying patterns, ensure a pleasant buying experience, and create and submit custom quotes quickly.

IBM RESPONSE

IBM action plan

Actions

Learn

Client activity



Acknowledges the need for more information to help solve B2B Commerce business challenges: --- increasing customer satisfaction and brand loyalty through seamless cross-channel fulfillment while maintaining full visibility throughout the order cycle process

IBM RESPONSE

IBM action plan

Actions

Solve

Client activity



Looking for B2B Commerce solution to address specific business needs:

Digital Engagement Channel

1. Enabling omni-channel commerce similar to what is seen in B2C. More complex than B2C. Need seamless brand experience across channels and increased customer satisfaction
2. Ability to utilize inventory across the supply chain in the most efficient manner for inventory turns, % of obsolete inventory, % of markdowns
3. Providing offers and promotions that are relevant to the customer based on previous interests

Human Engagement Channel

1. Aligning go to market strategy with field execution - combining CRM with selling tools for a differentiated experience
2. Reducing the time to enter complex orders, and doing so without errors
3. Providing call center agents and partners with a central repository of commerce information to enable a seamless customer experience

IBM RESPONSE

IBM action plan

Actions

Compare

Client activity



Actively comparing several current and emerging solution offerings from multiple vendors

IBM RESPONSE

IBM action plan

Actions

Purchase

Client activity



Engaged in purchase decision and seeking technical and operational expense projections

IBM RESPONSE

IBM action plan

Actions