

Top 5 Lessons Learned Selling into Plant Manufacturing

Lesson #1:

The safety use case is an excellent path into a plant manufacturing environment, because it's often strategic, it's an expensive, quantifiable problem, they have awareness budgets already carved out and we have multiple examples of where we've moved the needle in this area.

That being said, although you may start with safety as an initial and compelling use case, ensure that they understand that Axonify can support workforce performance in areas like quality, operational excellence and corporate culture.

Lesson #2:

Related to lesson #1, we have found that within the safety use case that our most successful clients, like Merck and Walmart are those who are committed to instilling a safety culture.

We've found that we're more likely to win when the client is less preoccupied with the cost of incidents, or severity of incidents and more focused on their overall approach and how to weave their safety message into everything they do, at every level, every day.

Two clues that they're a good prospect –

1. they have a zero incident tolerance and
2. they have a behavior-based safety program in place.

In summary, we can work with them to do all of the math on reduction in incidents in the world, but if they're not bought into the culture aspect, we're less likely to win and be successful.

Lesson #3:

It's extremely helpful to understand a plant's logistical environment and work flow before advising where, when and how employees can access Axonify.

Plant environments are dramatically different, so the sooner you get onsite and do a walk through with decision makers, the easier it will be for you to manage the point-of-access conversation.

In fact, we've often found that during a walk through, we'll find 5-6 access points, after which we've been told by our prospect that there are none. This takes the point-of-access objection off the table early.

Lesson #4:

When selling into manufacturing, it's important to know the role that L&D will play early on - are they aligned to the business or are they corporate focused. They can either support a deal or squash it.

Lesson #5:

Although our ultimate buyer in plant manufacturing tends to be a very senior plant operations individual, like the VP of plant manufacturing, a fantastic entry point (other than safety) can be an operations excellence group.

They have very specific behaviors that they're trying to get their workforce to do and really have a good understanding around how difficult it is to change behavior in a plant environment.

They have policies and procedures that they need to be followed and in some cases are even perceived as more of a learning group within the plant - often with a learning mandate.