



Sales Model Canvas for Industrial and Construction Supply Manufacturers



Instructions

Complete this workbook to uncover your business model strengths and opportunities for improvement. For best results, work with a cross-functional team to push thinking and generate new ideas for growth. This exercise is based off businessmodelgeneration.com



Key Partners

Who are our key partners? (Suppliers, licensing agreements, external sales and marketing)

Who do we need to add as a partner to optimize growth, reduce risk and acquire critical resources?

Do I have strong relationships with each of my current distributor principles? Do I have access to the key decision makers within headquarters and their key sales leadership?

Do we have access to the biggest and best distributors? And their best customers?

Are we at risk if our best partners are acquired?



Key Resources

What resources are we missing or need more of to reach growth goals?

How well can we control our resources to carry out corporate growth directives? Do we need to improve?

Do we have the right sales and marketing tools to support our team in delivering our message to the marketplace?



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Key Actions

What key activities does our value proposition require? (production, problem solving, platform / network)

How do we train the distribution sales force on how to sell our value proposition?

What actions do we need to take to improve results with distributors, customers and other revenue streams?



Value Proposition

Which customer pain points are we satisfying?

What *unique* value do we deliver to the customer and how can we enhance it in the future?

Are we relying on our key distributors to deliver our value proposition? How can we improve?

How are we receiving customer insights on our proposition?



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Customer Segments

For whom are we creating value? Who are our most important customers? (End users and/or distributors)

Are we built to take advantage of national end user multi-location customers?

Are we built to drive standardization and implementation within all of these locations?

Do we effectively understand the needs of all vertical market segments our distributors service?



Customer Relationships

What type of relationship does each of our customer segments expect us to establish and maintain with them?

How costly are these relationships to maintain?

Does our current sales structure provide the resources necessary to build and maintain these relationships?

How should we optimize the way each customer experiences our value? (self service, personal assistance, dedicated assistance, co-creation)



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Channels

Which channels are growing fastest with our product categories?

How do we leverage multiple channels throughout the buyer's journey (awareness, evaluation, purchase, delivery)?

Do we have the resources and relationships required to effectively work with all of these channel partners?



Cost Structure

What are the most important inherent costs in our business model? What resources are the most expensive?

How can we migrate some fixed costs into variable costs?

How do we measure the return on our fixed and/or variable costs?



Revenue Streams

For what value are our customers really willing to pay?

What new revenue streams would customers be willing to pay for?

Are we creating "sticky" business to drive long-term revenue streams?

What is our GAP and Implementation plan for growth?