



Strategies to Deliver Profitable Growth in B2B

Bay Area | Thursday, March 21

12:30 PM

Outside the Algorithm: How to Deploy AI & Drive Organizational Change

Garni Thomas, Director, Strategic Initiatives, Mobile Modular Management Corporation, a division of McGrath RentCorp

When deploying a new business strategy or initiative in your organization, change management must be a central component of the implementation. Regardless of the amazing positive impacts of the solution you're deploying, it's the people who will be using the solution that have to be on board with the change for the project to be successful.

Join us for an informative session with Garni Thomas, Director, Strategic Initiatives at Mobile Modular Management Corp, a division of McGrath RentCorp, on how the company deployed technology to deliver real-time customer guidance, but more importantly, the comprehensive change management approach that allayed fear and cast the vision around the new solution and resulted in rapid adoption.

10:30 AM Registration

11:00 AM
What Obstacles Hinder Your Profitable Growth?

B2B manufacturing and distribution companies are increasingly faced with the challenges of cost volatility in an inflationary business climate, giving consistent guidance in a multi-channel sales environment and leveraging channel partner/reseller relationships for competitive advantage. This session will provide a brief overview of how best-in-class companies are solving these and other challenges with a blend of data science and actionable insights.

11:15 AM
Hiding in Plain Sight: Using the resources you already have to find and grow customers
Steve Frost, VP, Expand Selling Research, Technology Services Industry Association (TSIA)

Technology companies are under constant pressure to grow revenues, but they can't always afford the additional sales and marketing resources they need to do so. At the same time, the transition to Technology-as-a-Service (XaaS) models is forcing them to change their approach to finding and growing customers. Fortunately, your company is already generating all sorts of clues on which customers are most likely to need (and buy) your new offerings. You just need to know where to look and what to look for. This session will provide insight into how a partnership between sales and services can be the key to growth and XaaS transformation

1:15 PM Networking Break

1:30 PM
Putting it into Practice: Group Roundtables
Roundtable sessions facilitated by sales, pricing and change management experts. Bring your experience and questions, and learn from one another during this open discussion and networking session. Suggested topics will include:

- **Selling the full "customer experience": hardware, software, services, app-enabled.**
- **Leveraging price in a growth-by-innovation environment.**
- **Achieving omnichannel consistency with respect to pricing, product recommendations and churn recovery.**

12:00 PM Lunch

2:30 PM Closing Remarks