

Opportunities in Complexity for Today's Dealers

Two seminars in the Dealer Strategies track at NeoCon next week will focus on the rising impact of complexity in the world of commercial furniture dealers. Whichever seminar they attend, participants will gain Solomon Coyle perspectives on how to mine all that complexity to discover new opportunities and enhanced profitability.

Both seminars are designed to awaken and guide strategic thinking. Our seminar leaders are Solomon Coyle's principals, David Solomon and Paul Holland. Both sessions will take place in Room 7B at the Merchandise Mart.

Meeting the Customer More on Their Ground While Holding Your Own

David's talk is a call to action against the competitive pressures and revenue constraints of commoditized markets. Building on a discussion of the variability and complexity of customer requirements, he will examine how dealers can strategically attune their thinking to diverse customer and order types and correspondingly adapt the use of their process, labor and technology resources. Participants will gain exposure and build confidence in exploring and comparing new business models.

Key topics and takeaways:

- Distinguishing characteristics of various customer types and order types
- Key relationships between order types and business process
- Understanding of how the commodity curve relates to customer and order type
- Methodology for gearing business process to *well-controlled, lower transaction cost*

Seminar Facts

NAME: Developing a More Customer-Centric Dealer Business Model

CODE: M117

WHEN: Monday, June 10 at 1:00 PM

WHERE: Merchandise Mart, Room 7B

A Deep Dive on Dealer Value Propositions

Paul recently completed the latest cycle of our very well received sales leadership program. Fresh with new insights from interactions with current and rising sales leaders, he'll be taking the seminar group on a deep dive into the many dimensions of Complexity that challenge dealers and buyers. The goals will be

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deeper understanding and strategic awakening about customer mind set and dealer relevance. This is a high-order how-to session seeking value propositions with real teeth for today's environment.

Key topics and takeaways:

- 4 rules of managing complexity
- The gain creators
- The pain relievers
- A simple framework for creating value propositions

Seminar Facts

NAME: Complexity, Opportunity and Risk Mitigation: The Dealer Value Proposition

CODE: M124

WHEN: Monday, June 10 at 2:30 PM

WHERE: Merchandise Mart, Room 7B

Register Online Or On Site

You can read the complete seminar descriptions [here](#).

Seminar registration is available both online and on site at the Mart.

Register here for the NeoCon Show Expo. When you register online by June 7, admission to the Show Expo is free. There's a \$65 charge when you register on site.

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