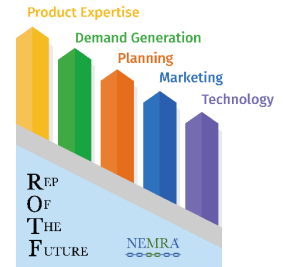


# The Five Pillars



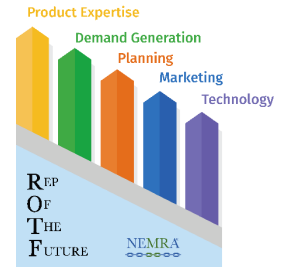
## 1 Product expertise

- Investment in specialists
- Obtaining certifications (ex. CPMR, LC, LEED AP, RCDD)
- Training plan
  - Internal training process
  - Increase utilization of NEMRA University tool
  - Maximizing factory training resources
  - Factory visits

1



# The Five Pillars



## 2 Demand Generation

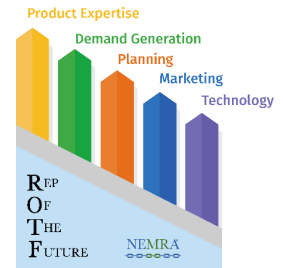
- The key to survival is more focus on the end user / influencer (ex. engineers, architects)
- Market segment specialists
- Ability to adapt to market conditions
- Complimentary product basket to maximize demand impact
- Positioning new products quickly

1

2



# The Five Pillars



3

## Planning

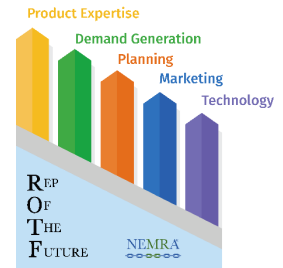
- Annual agency plan and account planning
- Product line direction and synergy
- Investigating emerging markets and technologies
- Succession plan focus-business continuity
- Reinvestment strategy / roadmap
  - Non-traditional shift in revenue generation
    - Marketing
    - Sales Operations
    - Training

1

2

3

# The Five Pillars



## 4 Marketing

- Adaptation critically important in a post-COVID world
- Dedicated resources & investment in a digital marketing platform
- Alignment with sales operations & leadership
- Elevating brand image & awareness
- Market segmentation & lead generation
- Product positioning & outreach

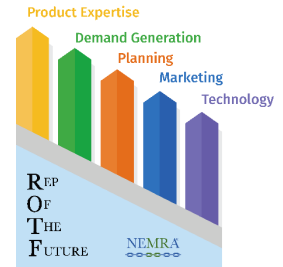
1

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# The Five Pillars



## 5 Technology

- Investment in CRM, marketing automation, ERP system, data analytics, virtual interaction tools
- Utilization of available technologies to enhance sales enablement
- Dedicated personnel and processes

1

2

3

4

5