KVN Partners 20Q4 "Reduce the Whirl" Outcomes: COVID Response and Planning Session



2020 COVID Crisis Actions

20Q1

- Protect Employees
- •Create Cross-Functional Crisis Response Team
- •Change Management focus

20Q2

- •Ensure Financial Liquidity
- •Focus on Supporting and Servicing Current Clients/Customers

20Q3

- Stabilize Referral and Channel Sales, Supply Chain/Delivery
- Practice Customer-Centric Design Principles

20Q4

- •Volunteer and Help Community through holidays
- •Talk to likely 2021 Solution Partners
- Reach out and Listen to Prospect 2021 Timelines and Needs

Sector Sessions: Healthcare, Infrastructure and Industrial Construction, Technology, Energy, Non-profit Professional Associations, and Financial Services

2021 COVID Planning Timeline

21Q1

- Increase Marketing Spend
- Market Customer-Centric Designed Products
- •Cross Market with 2021 Solution Partners
- Focus on Sales Training and Lead Generation in COVID Times

21Q2

- •Increase Prospect Call goals
- Increase
 Executive Followup expectations
- •Increase Market Education
- •Customer Needs Assessment

21Q3

- Marketplace makes anticipated Spend Transition
- Prospects enter spend Decision Making phase

21Q4

- Contract Negotiations
- •Implementation Timelines
- Listen for 2022 Timelines and Needs

Take-aways:

- 1. 12 month focus on Current Products and Customers
- 2. Determine likely 2021 Solution Partners and Cross-Markets
- 3. Determine value of existing products and services for current and new markets.
- 4. Justify product/service modifications in terms of real revenue and market share