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*S*ales

*R*isk

*A*nticipation

*M*anagement

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### Hedging sales risks in volatile times

There are many imponderables and factors that can have an enormous influence/ impact on your business/ company and above all on sales.

These can be divided into endogenous (founded in one's own company), exogenous (influenced/initiated by external stakeholders) and disruptive (suddenly occurring/ game-changing innovations, e.g. digital photography) factors.

Anticipating, recognizing and drawing the right conclusions and deriving the right strategies and measures from these insights is the great task of entrepreneurs and sales strategists.

Recently, entrepreneurial foresight has been rather limited in many cases.

The corona pandemic, the disrupted supply chains, and the Ukraine war were all supposedly unexpected, although there have been many studies and concrete findings that predict these developments, or the risks that exist.

There are also many developments that have been known for a long time, such as climate change, the refugee crises, innovations of competitors or one-sided dependencies on partly dubious suppliers. Nevertheless, no strategies that secure the future are and have not been developed by the companies, minimum as fall back position.

Finally, there are developments that small and medium-sized companies in particular cannot have anticipated due to a lack of knowledge networks, or where there has been no reflection in the companies on the influence of these developments on sales.

This is where we come in!

With SRAM\*, we, as Steinbeis VMI, offer a solution for all companies and especially for medium-sized companies in order to identify the individual risks for their own company and to derive the right decisions for their sales strategy.

The starting point of our approach is the analysis of 20 SARM\* checkpoints

- Exogenous factors (UN SDGs; world risk report,....)
- Endogenous factors (competitiveness, innovative strength, sourcing strategies,.....)
- Disruptive factors (new technology, changed rules of the game, sudden loss of sales markets,...)

- SRAM = Sales Risk Anticipation Management

The aim is to find out how resilient your sales organization is with regard to external factors such as markets developments, changing customer strategies and setup and business models.

We then carry out a risk assessment with you and define concrete measures before it is too late!

Tools that are used are among others: PESTEL, Porter's Five Forces, Digital Business Model Radar,.....

Implementation and target groups fit: Small Customer Management, D2C, Market Entry Strategies (Piggybacking...), Business Model Canvas, Customer Loyalty Management, Key Account Management, Sales Enablement, .....

We look forward to working with YOU.

Franz Speer

Senior Partner

Steinbeis-VMI