

# How to Adapt to the Digitalization boom in the Coatings Industry

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# Your presenter



## James M. WEATHERALL

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- 40+ years in strategic marketing of specialty chemicals and materials
  - 10+ years at SpecialChem focused on digitalization of sales & marketing and R&D/innovation
  - Formerly Senior VP with Kline & Company
- [Société de Chimie Industrielle](#), Past President (2018-2019) and Board Member (since 2011)

# Proposed agenda

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1. The pandemic **accelerated the buyers' digitalization**
2. **The industry responses** to adapt the new digital game
3. How to move further **to capture the Digital Buyer?**

# We are pioneers in digital since 2000



**22+** years building and leveraging digital channels



**250+** active clients in 2022 alone



**70%** of top 100 chemical companies



**9 million** visitors bringing **6+ million** projects annually



**65+** people in Paris (HQ), India, USA, Japan

# Thank you for your trust!



# 1. Buyers are digitalizing fast



# From a traditional model of sales reps initiating customer visits...



## Analog age

- 1<sup>st</sup> interaction is personal
- Initiated by suppliers
- Limited number of channels

Sales Forces

Trade Shows

Magazines

Exploration

Screening

Testing

Approval

# ... to a digital era in which customers choose the moment and the channel to interact



## Analog age

- 1<sup>st</sup> interaction is personal
- Initiated by suppliers
- Limited number of channels

Sales Forces

Trade Shows

Magazines

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## Digital age

- 1<sup>st</sup> interaction is digital
- Initiated by buyers
- Many more channels

Website, Blog

Search Engines

Social Networks

Customer portal

Web-shops,  
Marketplaces

Material Selection  
Platforms  
(SpecialChem...)



# The B2B buying process digitalizes rapidly



77%

of engineers do  
**+50% of their buying process**  
online before first human  
contact

Source: Globalspec

65%

of engineers prefer  
**digital self-education** to  
progress in their buying  
process

Source: Globalspec

80%

of purchasing interactions will  
be done **digitally** in 2025

Source: Gartner

# B2B follows the B2C path



“  
Chemical industry  
customers are shifting  
from purely B2B oriented  
logics to more **B2C like**  
**expectations**  
”

Actega, Altana group

“  
82% of B2B buyers want  
the **same experience** for  
their companies as when  
they **shop for themselves**  
”

SalesForce & Borealis

# Digital natives take control at customers

Let me do my own investigations online!

Please suppliers make things digital, easy and open

Why is it so complex to order a sample? To access your documents?

Why should I need to talk to your sales reps?

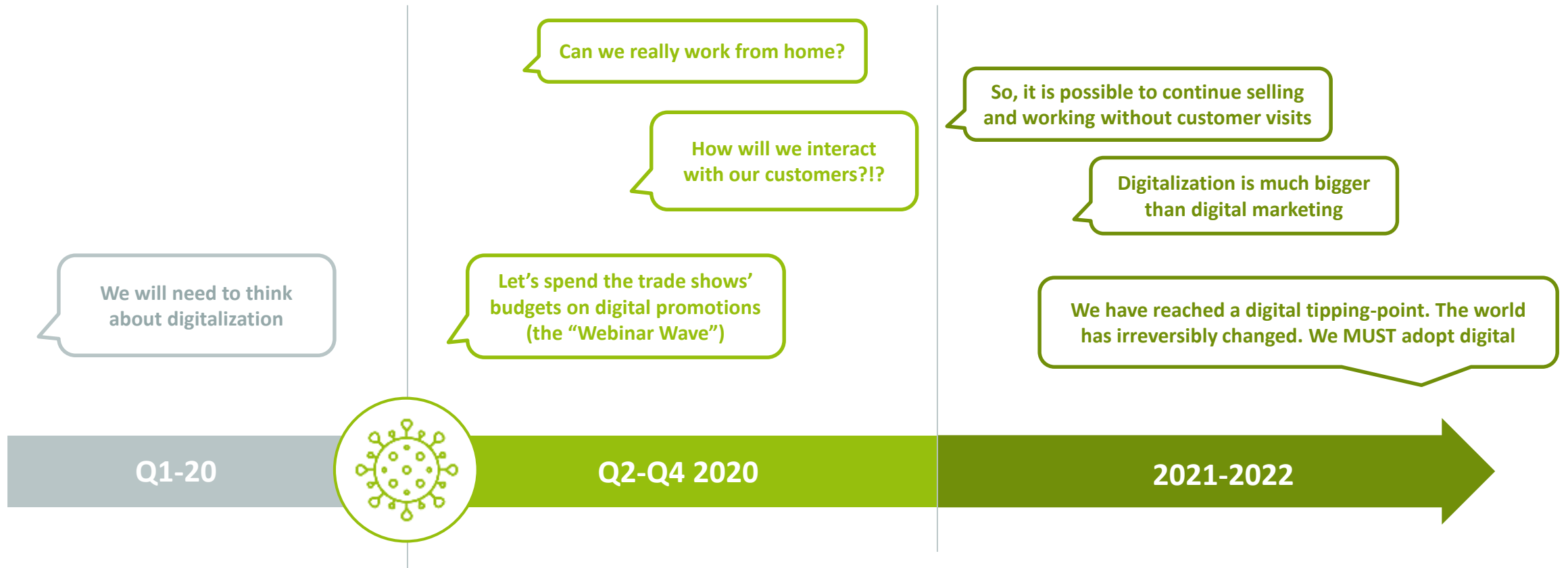


“44% of millennials involved in B2B prefer a **seller-free experience**” (Gartner)

## 2. How chemical suppliers have responded so far?

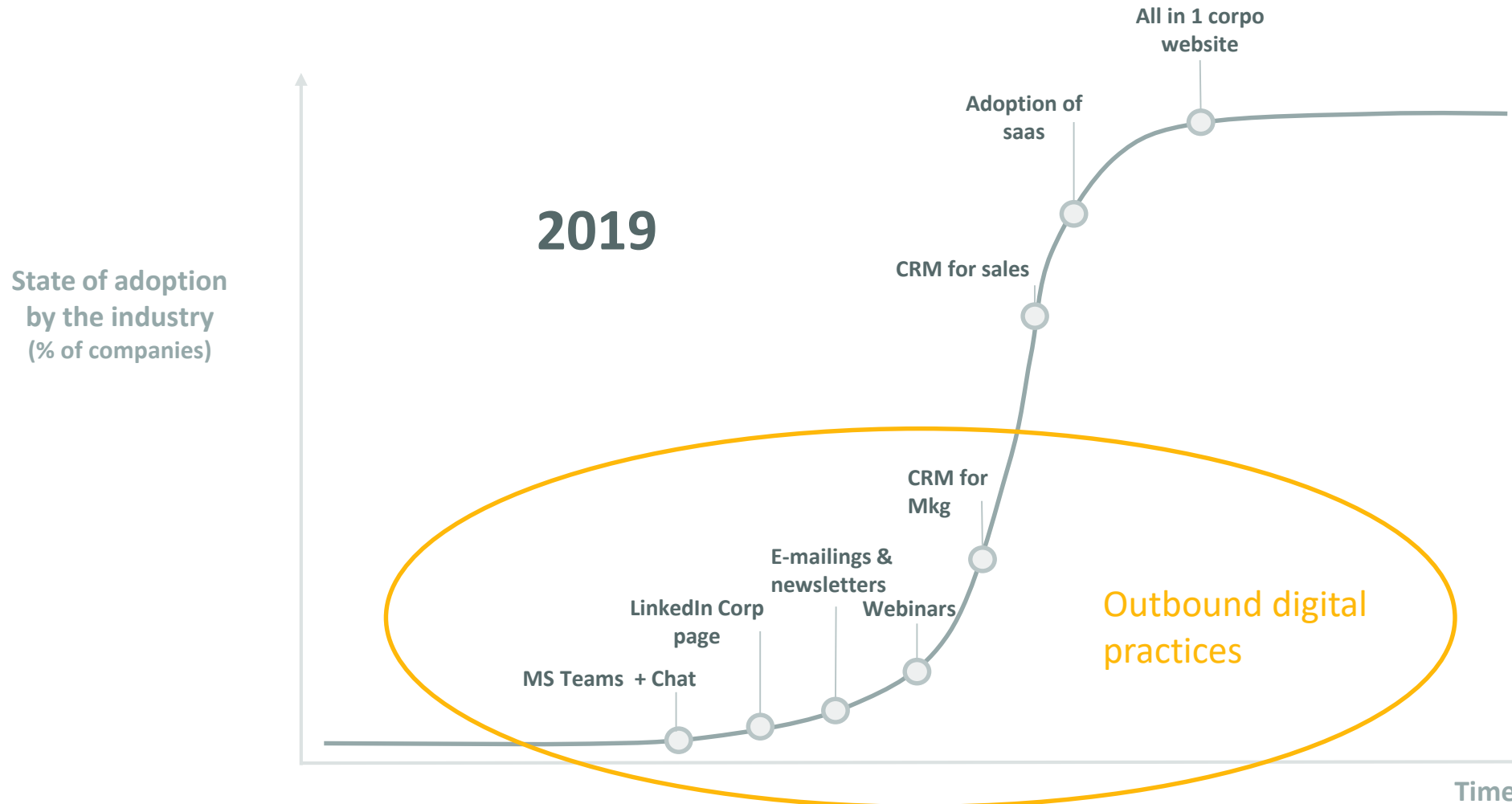


# Pandemic: we saw 3 phases

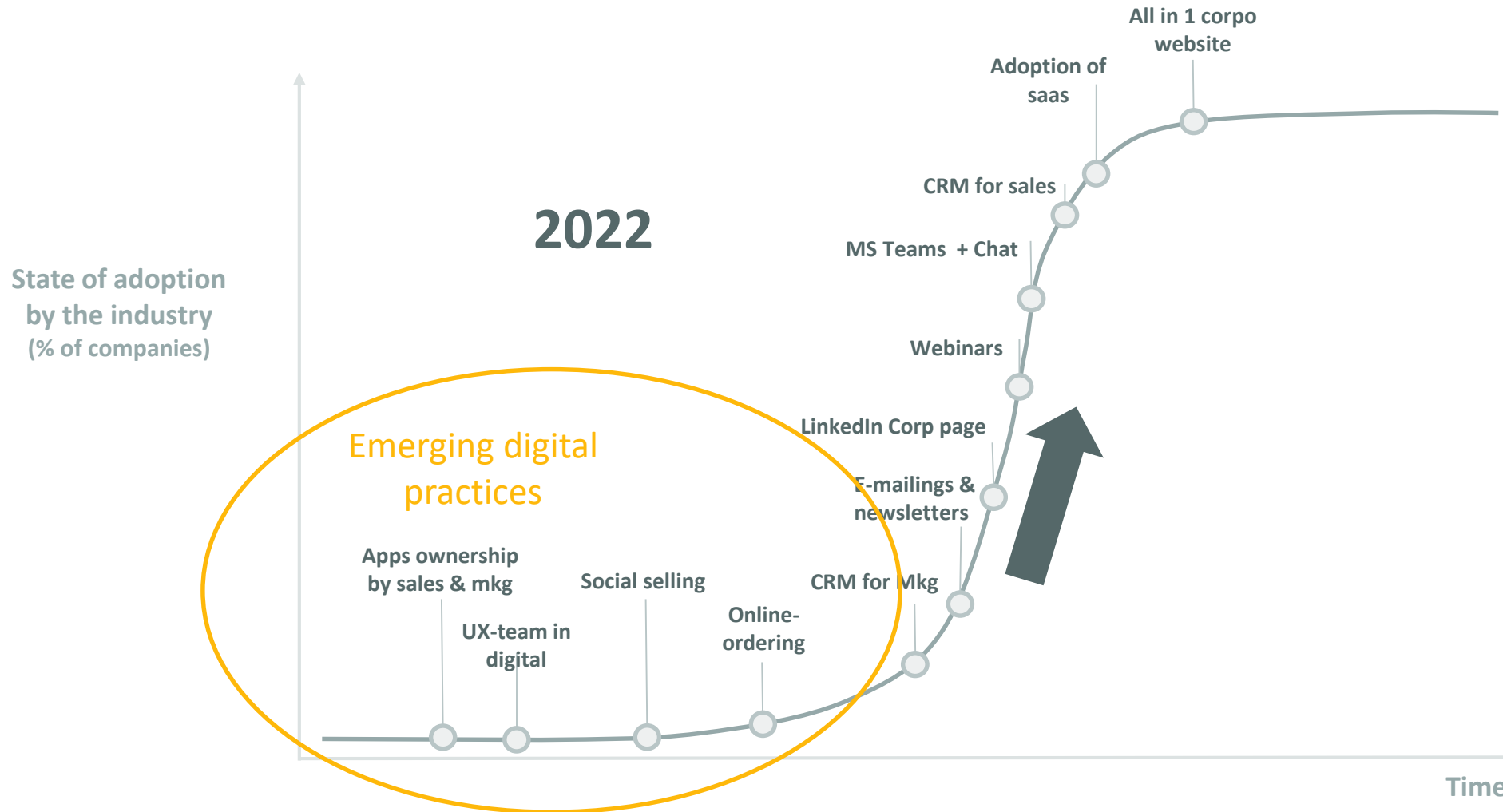


How chemical suppliers have reacted "digitally" through the pandemic

# Chemicals suppliers have accelerated the adoption of digital practices during Covid



# Chemicals suppliers have accelerated the adoption of digital practices during Covid



# As chemical companies digitalize further, they see new challenges appearing

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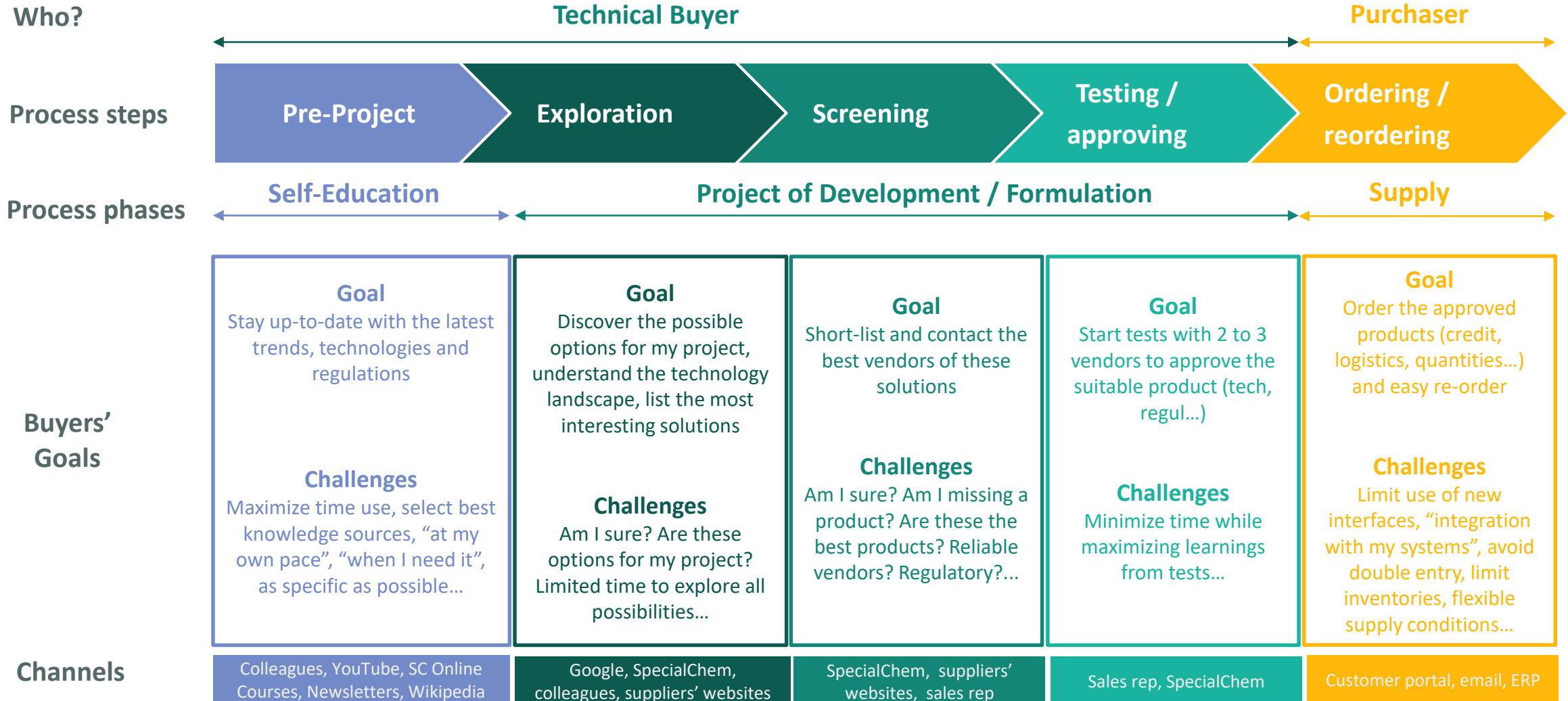
- They **realize their website is not sufficient...** but **lack of alternative channels**
- They now **generate leads...** but **lack processes to convert** them
- They need **new digital processes (qualification, nurturing...)**... but **lack experience** to do so
- They **need content**, new content, much more than before... but **lack resources**
- They need **new resources...** but they are **not that easy to recruit**
- They need **new software...** but **selection and adoption are not obvious**



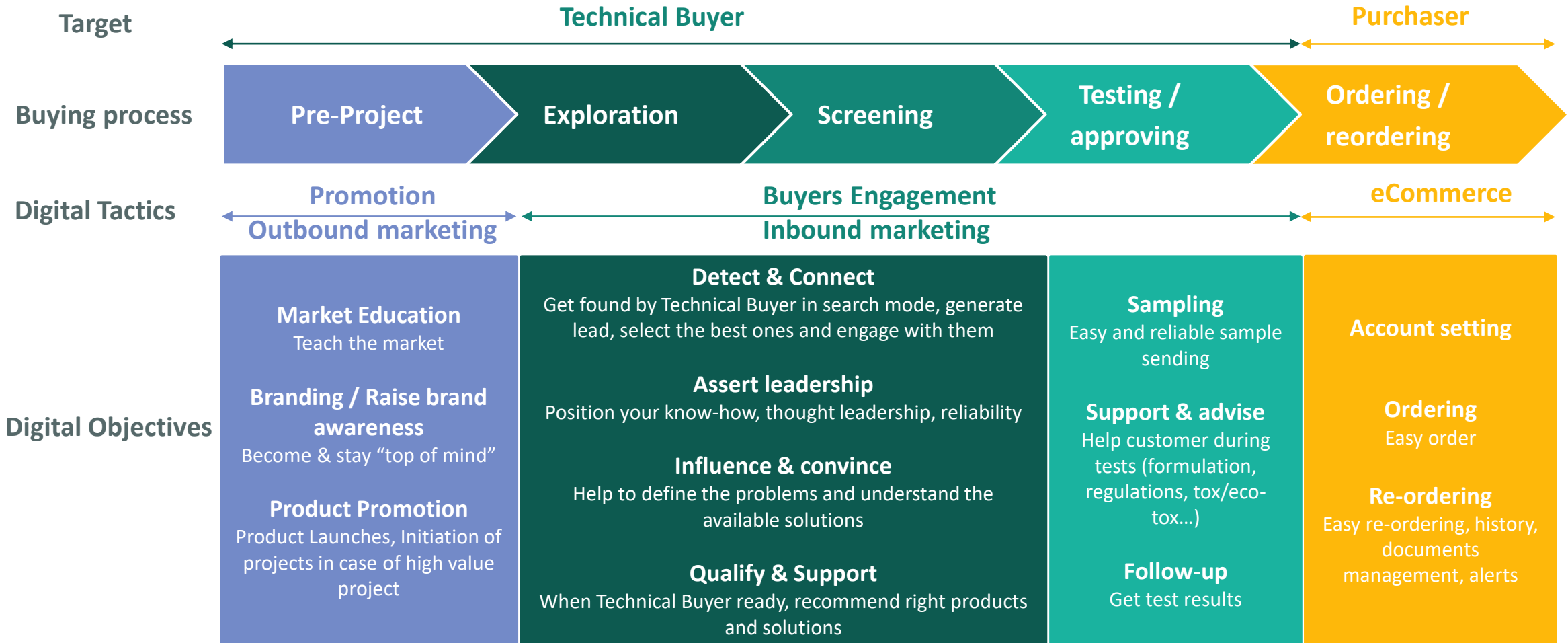
# 3. How to move further to capture the Digital Buyer?



# A closer look at the digitalizing buying process is necessary to adapt



# Sales & Marketing need to embrace new objectives to capture the Digital Buyer



# The good old analog organization was simple

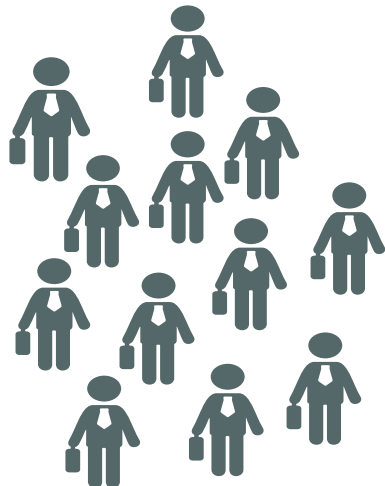


## Analog Age

**1** Marcom



**50** sales reps



**3** channels



Only 1 true channel: Sales Reps

The channel is ALSO a person

This person SELLS from A to Z

This person initiates sales

This person has ALL THE DATA in mind

Analog process

**SIMPLE!**

# Towards new sales & marketing organizations



## Analog Age

1 Marcom



50 sales reps



3 channels



## Digital Age

1 Marcom



X content team, CRM & MA team, PIM team, BI & data team, UX team, SEA team, SN, channel managers, NL manager...

X inside/digital sales



35 sales reps



10+ channels



# Digital sales & marketing organizations are more sophisticated



Need to become multi-channel

Focal point: the brand experience, not the sales reps

Sales process more sliced & collective

Become an “inbound” organization

Software to support shared processes & data

**SOPHISTICATED!**

## Digital Age



**1** Marcom



**X** content team, CRM & MA team, PIM team, BI & data team, UX team, SEA team, SN, channel managers, NL manager...



**X** inside/digital sales



**35** sales reps

**10+** channels

F2F

Shows

Web-magazines

Emailing

Website

SNs

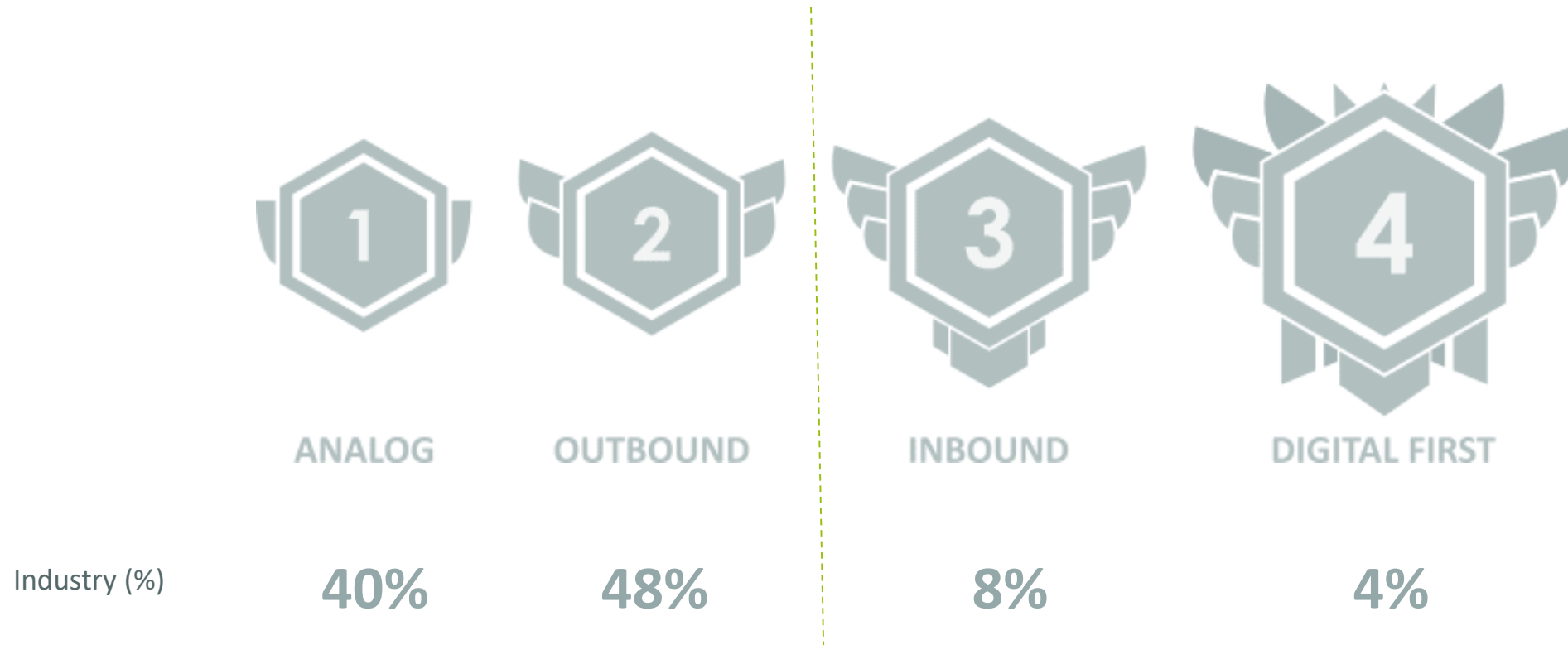
Product Selection platforms

Webshop

Search Engines

Marketplaces

# Test your company's digital maturity



Test your digital maturity ([here](#))



# Thank You

for your participation

