



Marketing & Sales
Excellence Initiative

Breakthrough Business Relationships BBR Consortium

How to Unlock the Full Growth Potential in Strategic Customers



What If You Had A GPS Tool to Navigate Your Strategic Customer Relationships in Challenging Times?



Agility in Business Relationships is the Need of the Hour

The recent global pandemic has intensified the need for organizations to manage change and make decisions more quickly than ever before. It has also emphasized the need for business agility as a critical ingredient for success in the current B2B landscape.

How to successfully navigate uncertainty in B2B relationships has become a key question for many companies. But only a few have mastered developing new growth strategies in today's fast-changing environment so far.

And with the increasing importance of global customers in the new business landscape, the question is no longer whether your salesforce will master the transformation to this new reality but when and how.

Introducing the Business Relationships GPS to Help You Accelerate Growth with Strategic Customers

The Breakthrough Business Relationships (BBR) Consortium

The BBR Consortium helps companies create **future-proof customer portfolios**. Participants will become part of a global B2B network of leading companies developing breakthrough cases in high-value customer-supplier relationships.

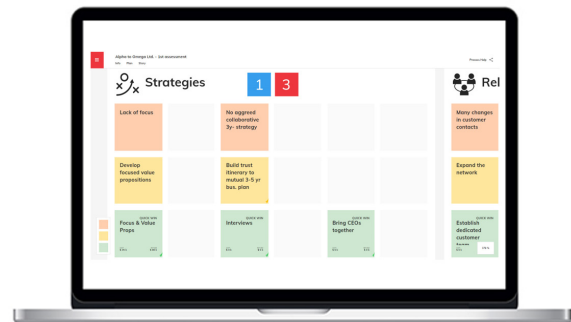
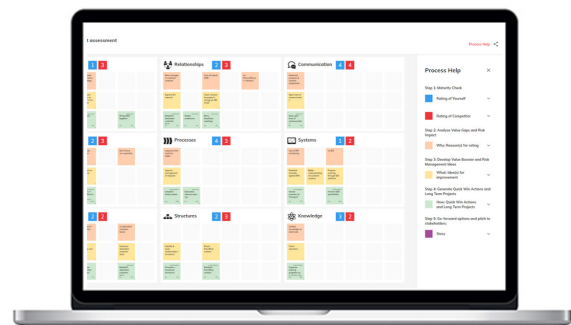
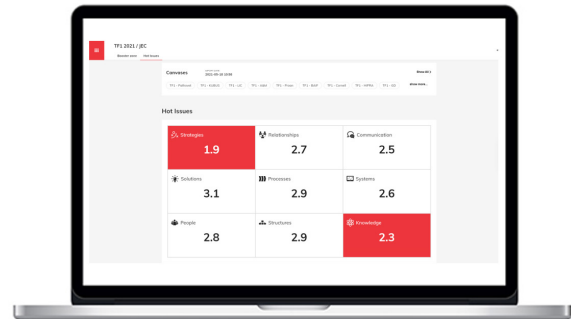
Only a limited number of companies are asked to participate in this **invitation-only initiative**.

The Triple Fit Canvas as a Shared Lens for Analysis, Strategy and Action

The Triple Fit framework offers a 360° perspective on collaboration. It **helps find common ground for value creation** and implement short-and long-term actions across industries and geographies.

The Triple Fit methodology has helped hundreds of companies avoid the buyer-seller trap in B2B relationships and create **winning growth strategies** approved by both, the supplier and the customer.

The Digital Triple Fit Canvas is the only tool you will ever need to **stay close to your strategic customers** and create jointly validated growth roadmaps.



“Presenting my Triple Fit findings to my customer has led to more open conversations regarding budgetary planning and alignment of resources.”

Stephen Colgan, Client Partner Vodafone Global Enterprise

“The Triple Fit Canvas helped us effectively develop a 360 degree view of our business relationships, align business strategies across products and geographies, and co-create value with our top customers.”

Dr. Michael Heuer, former CEO, Roche Diagnostics

“With the help of the Triple Fit Canvas, I identified \$25 million of savings per day in my customer’s value chain. I am now acting as the conductor of a compelling global value proposition.”

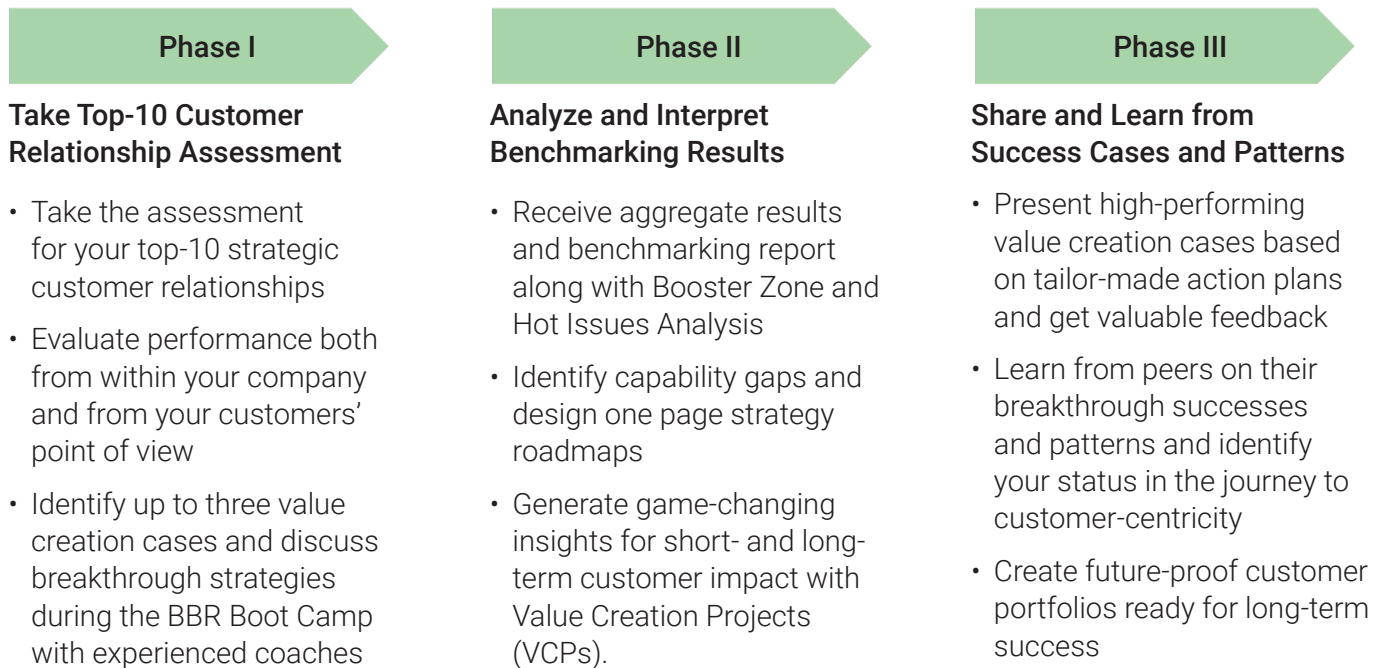
Christine Dickson, Key Client Manager, Maersk

“The Triple Fit Canvas is a very intuitive tool. It is not an additional task, but the basis to continuously co-create value with our most important customers.”

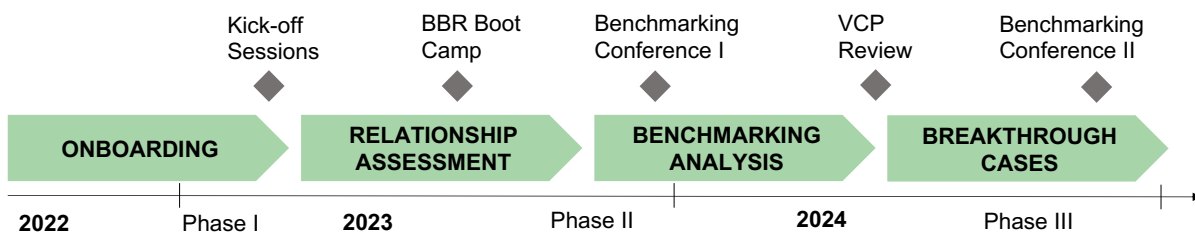
Dr. Matthias Kiessling, Manager Global Sales, Konica-Minolta

A Structured Exchange between World-Class Companies generates Game-Changer Insights

The BBR Consortium work process follows three key steps



The Timeline for the BBR Consortium 2023 – 2024



Objectives of the BBR Consortium

Cross-Industry Benchmarking

Identifying and analyzing your strategic customer relationship performance patterns from both internal (supplier) and external (customer) perspectives

Tailored Growth Strategies

Developing, testing and implementing strategic growth plans at both the single customer relationship and overall customer portfolio levels

Breakthrough Success Cases and Next Practices

Building the world's largest database of benchmarking information on high-value customer-supplier relationships with comprehensive real-life practice cases

Successful Strategic Customer Relationships are the Foundation of Customer-Centric Corporate Strategy

Key Benefits of the BBR Consortium

Exclusivity

BBR membership is restricted to a select group of noncompeting companies on a first-come, first-served basis.

Future-oriented status analysis

Get mastery over a replicable growth booster method and gain insights into peer-performance through benchmarking results.

Lessons from world-class companies

Get inside knowledge on real-life cases from the world's largest database on value creation projects – made accessible for the first time ever.

Tailor-made growth strategies

Identify high-value customer relationships through advanced Triple Fit analytics and design a roadmap to grow your business on a global scale.

Value Creation Projects

Develop customer-validated growth plans for up to three strategic accounts and discuss your ideas with your learning coach and peers.

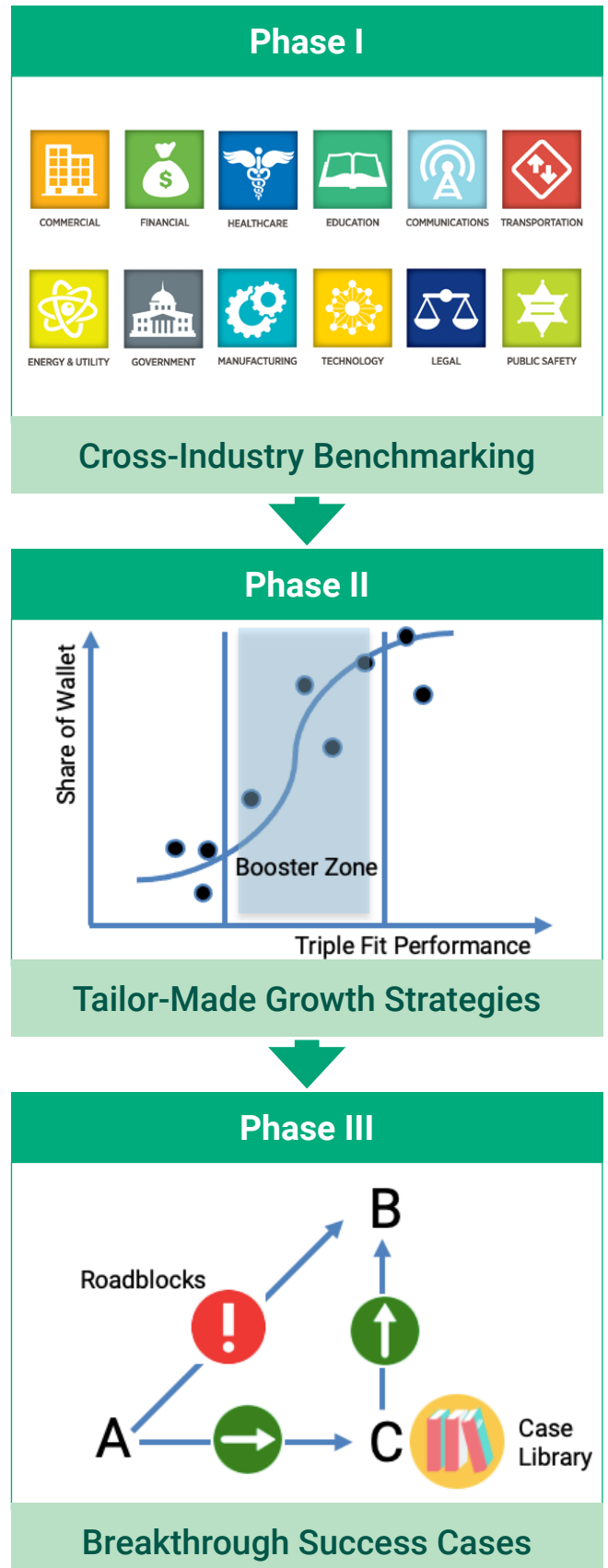
Time for networking with peers

Prepare a peer-reviewed strategy check to help your top-management and executive sponsors to future-proof your company's corporate strategy.

Shared costs

For the duration of the project, members form a research consortium to share costs. This saves you 80 percent of the budget that you would have had to spend for a similar, individual effort.

BBR Process Outcomes



The BBR Consortium is hosted by MSEI, INSEAD's Forum on Marketing & Sales Excellence Practices

The INSEAD Marketing & Sales Excellence Initiative (MSEI) aims to provide a **global meeting space** for senior executives to learn and create thought leadership, disseminate knowledge, and share best practices with peers among a **strong network** of business leaders and experts with a common interest in marketing & sales topics.

MSEI's mission is to **shape the future of value creation** and sharing between individuals, organizations and society at large.



Agility in Business Relationships is the Need of the Hour

Research

Providing Real Solutions to Real Marketing and Sales Problems

Education

Developing Strategic-minded Leaders for Customer-Centric Organizations

Practice

Defining Strategies to Meet Tomorrow's Marketing & Sales Challenges

A Representation of Firms we have worked with in past Consortia:



Exclusive Access to Next Practices on Global Customer Strategies will drive your Future Growth

Participation Criteria

Admittance to BBR Consortium is on a first-come, first-served basis for the invited companies.

Participation is restricted to a limited number of non-competing companies to enable full industry representation.

We reserve the right to choose among applications to guarantee an equal distribution of industries and experience.

Member Profile

The ideal BBR Consortium member is a leading company in its industry with global customer relationships.

Priority will be given to MSEI member firms with a corporate member status.

BBR Members commit to participate in each and every meeting and complete all preparatory work in time.

Membership Fee

For MSEI Corporate Members: Two year commitment at € 45,000 per year (travel and accommodation not included)

For Non-MSEI Members: Two year commitment at € 60,000 per year (travel and accommodation not included)

Terms and Conditions

Submitted applications are binding and represent acceptance of all terms and conditions of payment.

The fee is due on receipt of the invoice and must be paid prior to the commencement of the consortium activities in the respective year.

INSEAD and its Triple Fit method and research partner Valuecreator / AMC Account Management Center AG reserve the right to change program settings without prior notice.

For more information or a personal conversation, please contact us at christoph.senn@insead.edu

Illustrative Target Industry Representation

Only one Company per Industry!

Aerospace and Airlines

Automotive

Chemicals

Construction

Consumer goods

Defence

Education

Energy (Oil & Gas, Utilities)

Engineering

Financial Services (Banking and Insurance)

Food and Beverages

Healthcare

Hospitality

Industrial machinery and components

Insurance

IT (Hardware and software)

Manufacturing

Media

NGOs

Pharmaceuticals

Professional services

Public Sector

Telecommunications

Transportation and logistics

"The consortium membership has helped us to develop high-value relationships with global customers and project partners and run them like a business."

Michael Dobler, Senior Vice-President Global Key Accounts & Large Projects, Schindler and INSEAD MSEI Advisory Board Member

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