

SPECIAL ARTICLE

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The TOP Person

THE INFLUENCER MAGAZINE

Business

People who feed us

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LOGISTICS; the “battered” key strategic factor of our businesses

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In recent years we are witnessing a barrage of changes in the world, which occur at a speed that hardly allow us to anticipate the needs that our clients will demand of our businesses and, therefore, it is very difficult to adapt our operations for it. Technically, we are within an environment called VUCA, the Anglo-Saxon acronym for Volatile, Uncertain, Complex and Ambiguous.

This is forcing us to be extremely flexible as well as efficient if we want to remain relevant professional actors.

However, regardless of the sector in which we find ourselves, our commercial proposal has a common denominator that every day has a more important role in the excellence of the service we provide to our clients.

LOGISTICS OPERATIONS for the distribution and delivery of products and / or services through all links in the supply chain

are a common feature of all business.

LOGISTICS IS NOT AN EXPENSE

The transport and distribution services of our goods, either as B2B or B2C and even B2G, have always been considered as an “added expense” that did not add value to our products and commercial operations.

However actually it is absolutely different; logistics operations have become a KEY STRATEGIC FACTOR intrinsic to the characteristics that accompany our products.

It is useless to have production processes, materials of the best quality and highly qualified professionals. All can be pointless if we do not provide the expected logistics service.

We must not forget that our final product is the beginning of the process of generating income (B2B) or satisfaction by use (B2C) for our consumers.

They have deposited in us the initial step of

their “profit process” and have paid for it. Failing is never an option.

LOGISTICS MUST HAVE A KEY ROLE IN OUR BUSINESS MODEL

I have a wide experience in logistics. My relationships with clients has always been close. I can assure that in general logistics and transport was never a strategic issue within their operations.

It does not matter how well from our sales and operations departments wanted to do it. Most clients always considered our service as a cost.

They did not consider the added value we could provide them. The only interest is that, as cost, the lower the better.

This is not acceptable today, since a failure in the delivery process at any stage of the supply chain can become a total loss of prestige for our product and even our company.

Our consumers are clear that the transport and delivery service is part of the characteristics that a product must have.

The product or service is not complete until it is placed in the hands of our customers in perfect condition and within of the committed time periods.

OUR REPUTATION AND PRESTIGE IS AT STAKE

Although we have outsourced the logistics and distribution services of our business, we are vulnerable to the consequences that may arise from this.

Let us always bear in mind that it takes us a long time to create a prestigious brand and

that *"purchasing decisions are more due to emotional stimuli than rational ones."*

Given these two premises, it is easy to consider that the transport and distribution service is capital in the perception that the client will have of our company.

A service below expectations will cause significant damage.

With the advancement of e-commerce and the globalization process, our target market has expanded, and our competitors have specialized.

All this has experienced an exponential impulse during the COVID-19 pandemic, where the use of new technologies for the

be a key factor in differentiation and excellence.

That will make it easier for us to place ourselves in a position of advantage in the market, which will result in increased results and sustainability over time.

In the same way, bad service, or attention from them will be interpreted as a defect in our product or service and, therefore, a failure of our company.

It is essential that the quality required of logistics operators is perfectly aligned with the quality expected by our customers.

LET'S INCORPORATE LOGISTICS INTO OUR BUSINESS MODEL



an adequate reputation, we invest many resources of all kinds for it, but everything can collapse with a small failure.

Current technology gives the possibility of amplifying the consequences of our mistakes. And by using the appropriate #hashtag, that information will reach our main target customer directly.

LOGISTICS IS KEY IN OUR UNIQUE VALUE PROPOSITION

We are very clear about the need to innovate in order to maintain a positive differentiation from our competitors that allows us to maintain, and even improve, our positioning.

If we have a clear focus on the customer, it is essential in marketing to take into account that *"consumers pay for solutions"* and

most daily tasks.

This new way of consuming has forever replaced the old practices, not only at the professional LEVEL but also at the individual one.

The strategic consideration of logistics operations will become increasingly important.

To all the above, it must be added that the people who carry out logistics operations are, on many occasions, the only human contact between us and our clients in an increasingly digitized environment.

GOOD LOGISTICS SETS US A POSITIVE DIFFERENCE; OPPOSITE WILL BE DEVASTATING

An appropriate logistics management will

It is clear that logistics is going to be a key player in our entire business model. Now we must incorporate it into our business DNA.

After that we must ensure that our collaborators, both internal and external, align themselves with our proposal.

To achieve this, we must follow the following steps

- Incorporate logistics as part of your unique value proposition.
 - Make logistics part of your definition of mission, vision and values.
 - Explain to your entire team the importance of logistics in the complete product or service that we offer to our clients.
- Demand from your external collaborators the necessary commitment to

comply with the established and required standards.

- Communicate to your clients the importance of logistics operations in meeting their expectations and the company's commitment to excellence.

Due to the increase in e-commerce and the globalization logistics operations are (and will be) an increasingly important part of our business value proposition. This is

reinforced by the change in consumer behavior.

We must leverage this opportunity to widen the differentiation from our competitors.

If we do not have this area perfectly managed, it will be absolutely impossible to fulfill our commitments and maintain an adequate reputation and brand image.

We must treat logistics as a key differential factor in our business model. It is essential to optimize it as an integral part of our production process.

Continuing to consider it a cost that must be reduced can have fatal consequences on our sales and results.





The TOP Person Charity and Magazine

The TOP Person is a global charity with the mission to help people and other charities and organizations to further themselves for free. Our method of helping is to multiply the visibility of one's content in social media and to increase one's influence. The TOP Person was founded in January 2020 to further this mission.

CHARITY ROUTE

Our main route to helping is to aid other charities. We are currently helping six other charities and we are talking with three more.

Together, these charities are associated with several million people, so hopefully, we will reach our annual goal of helping one million people.

AMBASSADOR ROUTE

Another way to help is our free ambassador program in which anyone can join. Our ambassador program was added because of the Corona pandemic, and we only expected to have 5-10 ambassadors.

On October 19th, 2020, we have 984 ambassadors with a total of 5.9 million followers from over 100 countries.

RESULTS OF OUR AMBASSADOR PROGRAM

So far, we have had quite good results:

- Our *The TOP Person* business magazine receives over two million readers per month.
- The most popular post by an ambassador received 370,505 views in just five days.
- Posts of our ambassadors' trend around LinkedIn twelve times in a row.
- Our ambassadors engage up to 10,000 times a day to support their peers.

WHAT HAS MADE THESE RESULTS POSSIBLE?

- We have developed a free platform that utilizes the post algorithms of LinkedIn and Facebook optimally.
- In addition, our platform is easy to use and offers rewarding gamification, peer support and popular, high-quality content to share.
- Our content is written by authors from Forbes business magazine, LinkedIn Influencers and TopVoices, and TEDtalk.
- We are totally transparent, as all our actions take place on social media, where everything is public.
- Our program is free, and The TOP Person is fully funded, so we are neither asking for donations nor selling anything to anyone.
- In addition, everything in our free program is voluntary - each ambassador is free to choose what they do to support their brand or cause.

These are the reasons why we attract ambassadors and why they are so strongly committed to supporting each other.

The TOP Person Ambassador program is an easy and supported route to becoming a business influencer.

Connect with Christian Dillstrom on LinkedIn if you want to join the free The TOP Person Ambassador program.