

Facilities &
Workplace
Services

Facing the Challenges, Seizing
the Opportunities

IN REMEMBRANCE...

Facilities &
Workplace
Services

**NOTHING WORKS! HERE'S THE ONLY
MARKETING STRATEGY LEFT TO TRY!**

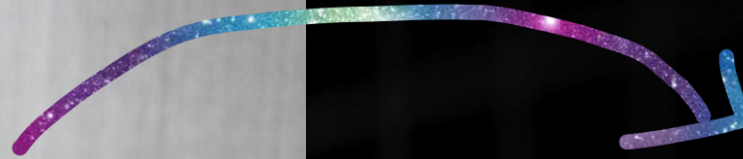
CONSIDER THIS
PRESENTATION A
EULOGY...

R.I.P.



Hi, I'm Baskar. Call me Bas 😊

- Founder - Baachu, Baachu Rain, Baachu Scribble, Baachu Tech, Baachu Talk Podcast, Scribble Talk Podcast
- 30+ FACILITIES and WORKPLACE SERVICES Leaders use Baskar and his strategic FM research insight site www.baachurain.com for strategic growth challenges and gain market feedback
- Obsessed with the humanness of business.



 SCAN ME

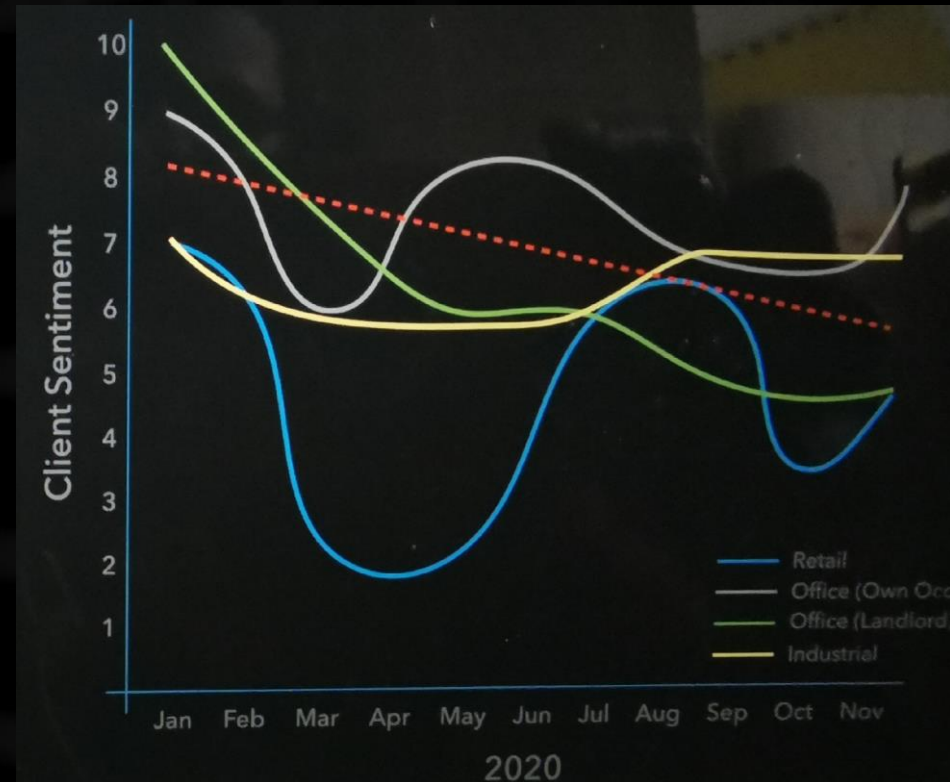


I'M A PRAGMATIC LEADER.
BEFORE WE JUMP TO CONCLUSIONS,
LET'S STUDY WHETHER WE ARE,
IN FACT, SINKING.

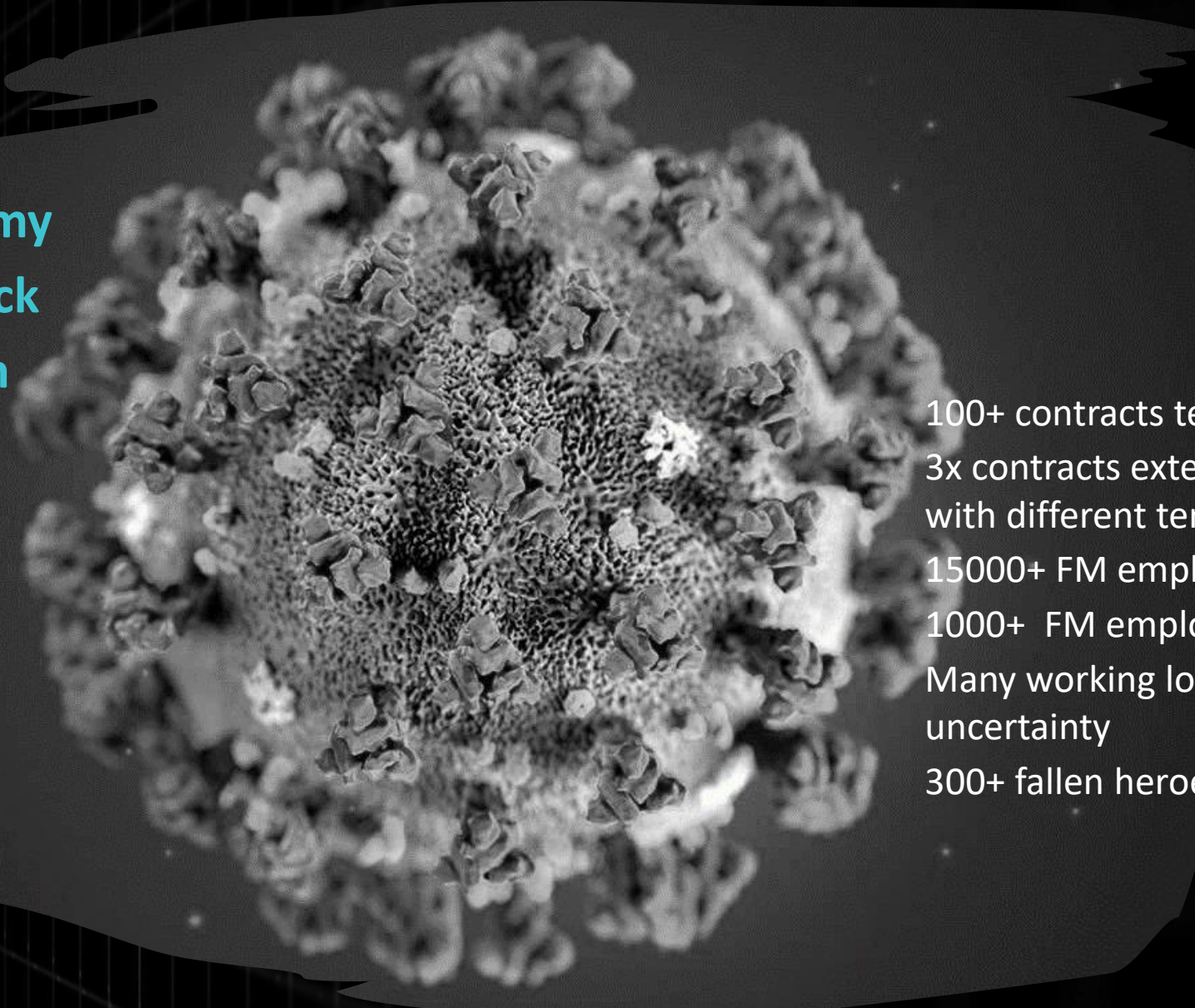


CLIENT SENTIMENT

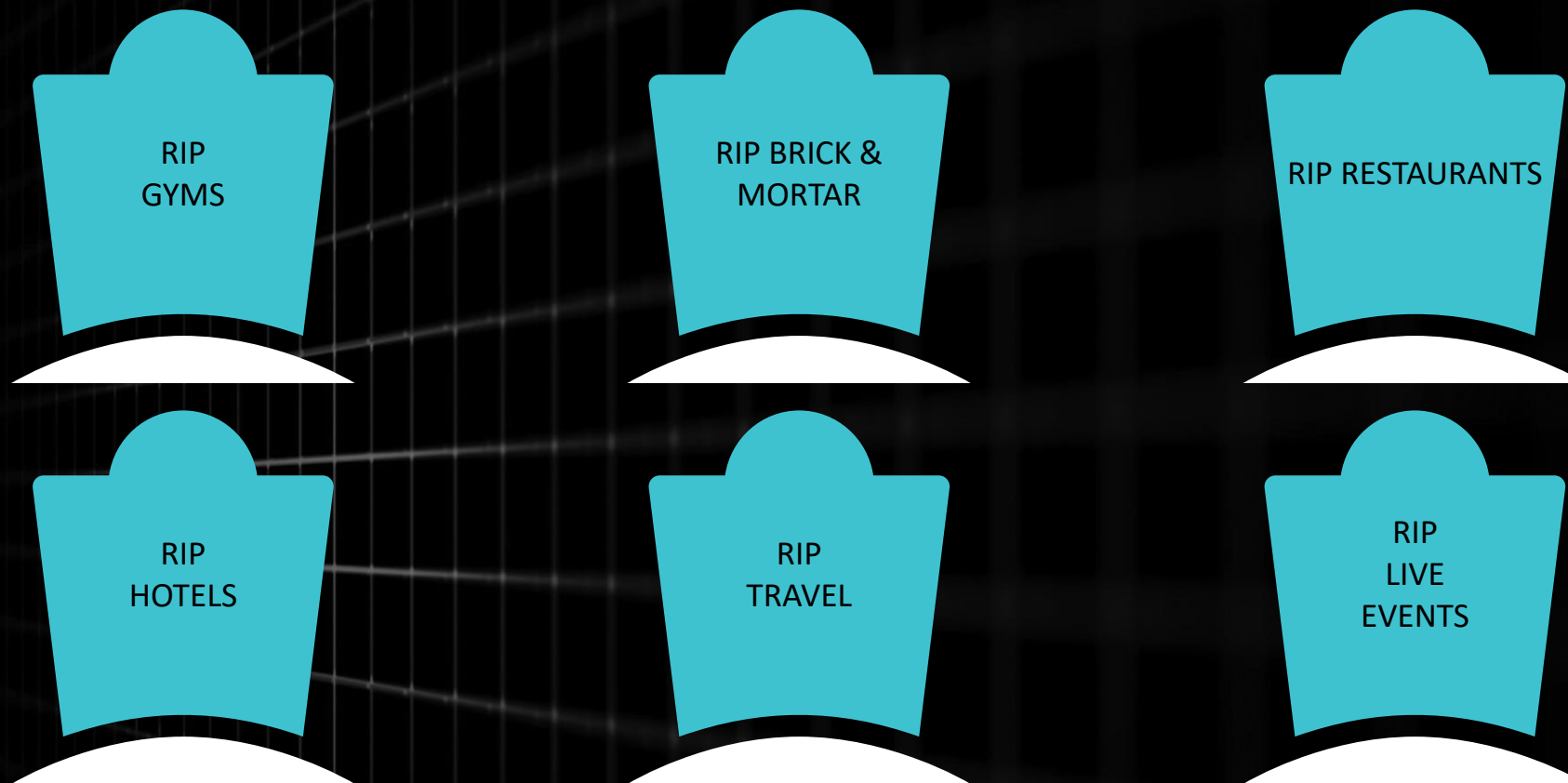
- February – Fearful
- March – Relieved
- June – Hopeful
- Jul/Aug – Sceptical
- September – Concerned
- October – Confused
- November - Holding



Shock to the economy
Reaction to the shock
Reaction to reaction

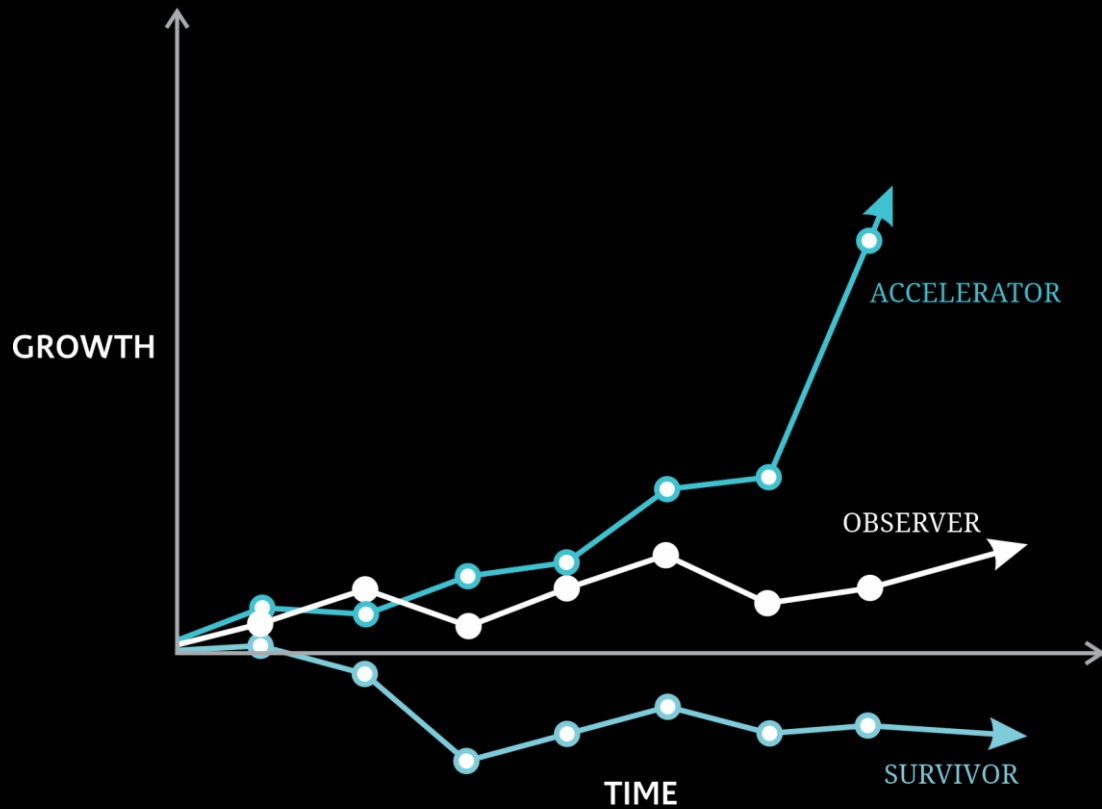


100+ contracts terminated
3x contracts extended or renewed
with different terms
15000+ FM employees furloughed
1000+ FM employees redundant
Many working long/late facing
uncertainty
300+ fallen heroes

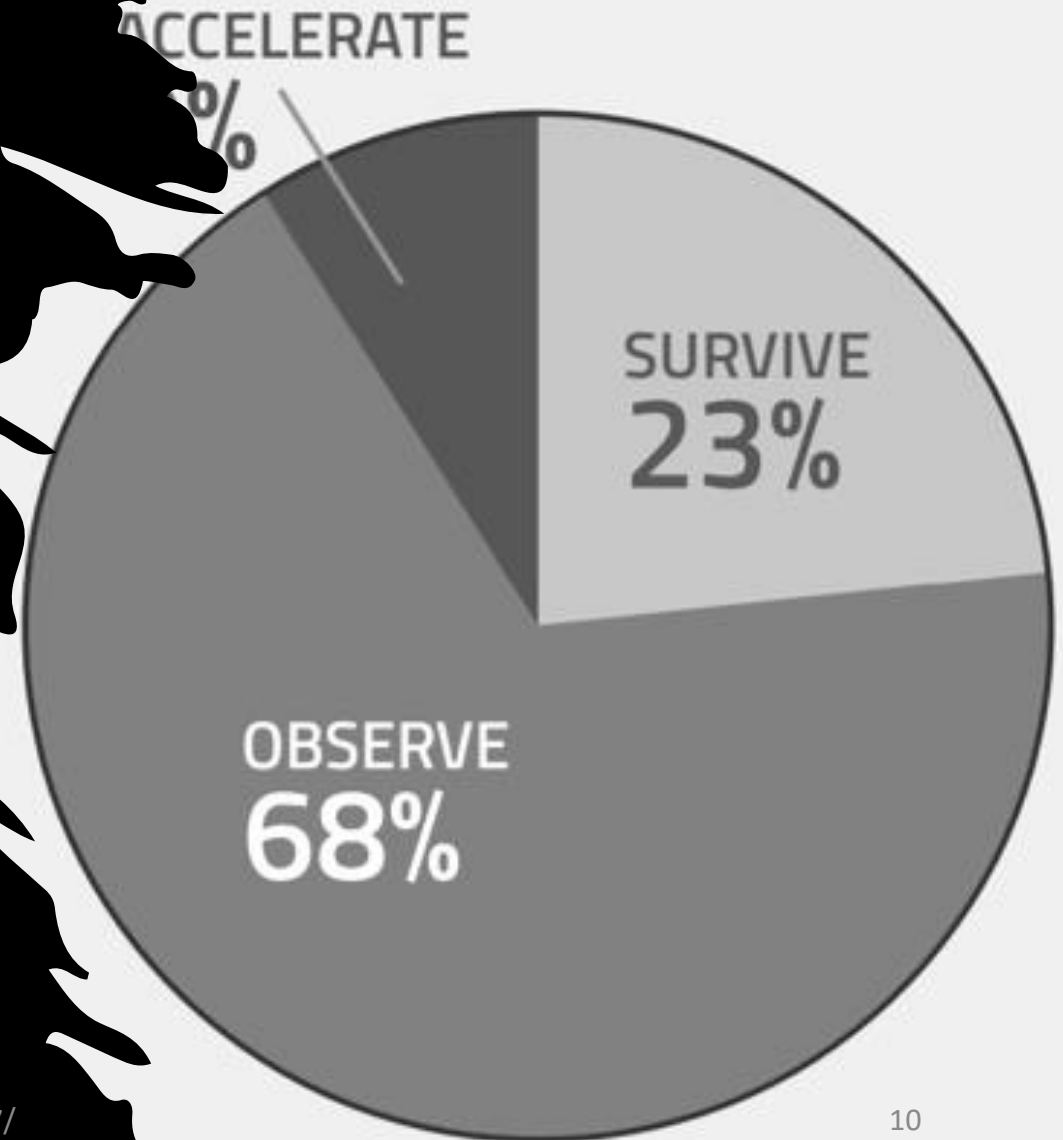


ALL OF THESE INDUSTRIES ARE DESTROYED

NEW OPPORTUNITIES IN THE MARKET WILL BE EVEN MORE RELIANT ON THE RESILIENCE OF THE COMPANIES AND RELATIONSHIPS



Percent of Companies by Approach





SOME WILL DESTROY THEMSELVES by their reactions. **YES,**
this could be **YOU!**

IT FEELS LIKE NOTHING WORKS
ANYMORE

SO I DID WHAT ANY GREAT MARKETER
WOULD DO WHEN NOTHING WORKS

I SOLD NOTHING



I attend meetings all day and work in the evenings and weekend!



 **Baachu** / **together**

Stand By Me

IT'S THE ONLY MARKETING STRATEGY THAT
WORKS
EVERY SINGLE TIME!

2021 IS A PIVOTAL YEAR YOU HAVE 3 OPTIONS...

1. SELL NOTHING

2. SELL SOMETHING

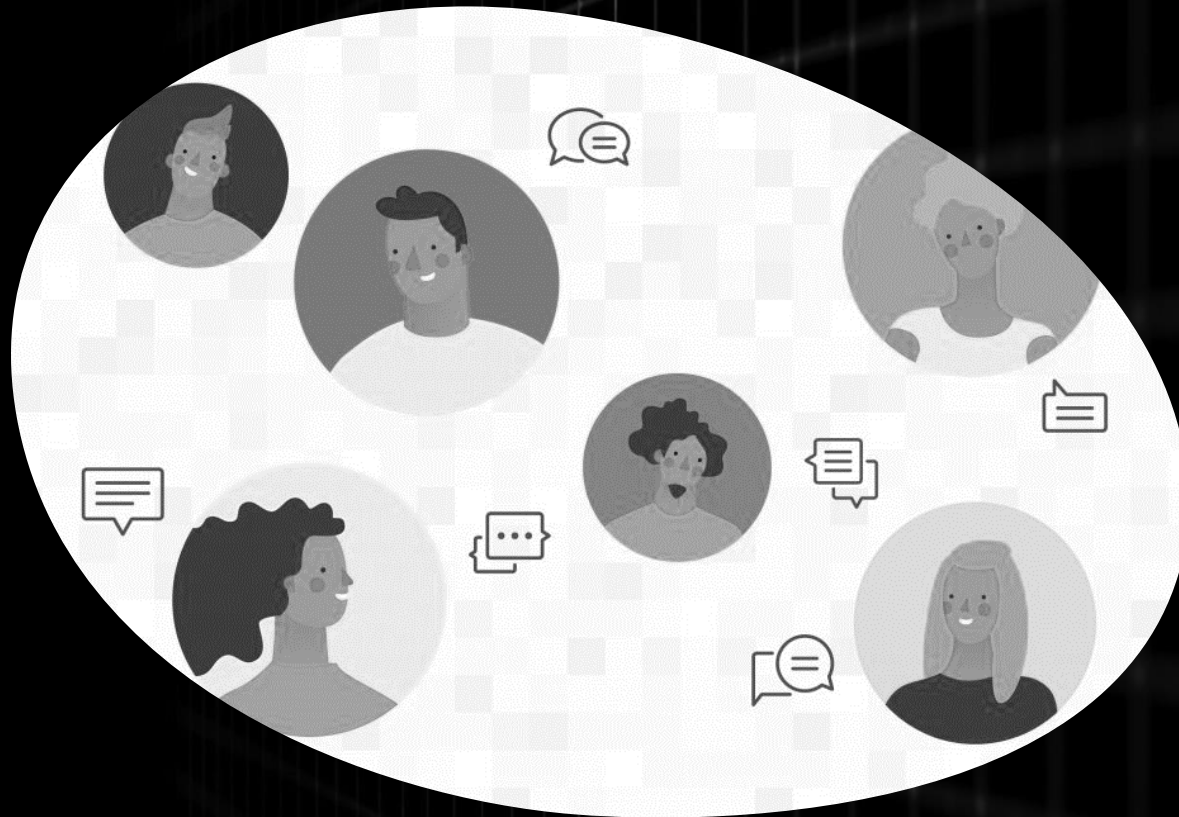
3. C.R.A.C.K.

Who am I ?

- Building Services or Soft Services
- Workplace Services
- FM Technology
- Hybrid
 - ▶ Energy + FM
 - ▶ Construction + FM
 - ▶ Tech enabled FM
- NO INDUSTRY BODY IN UK
- Trends will be based on reactions

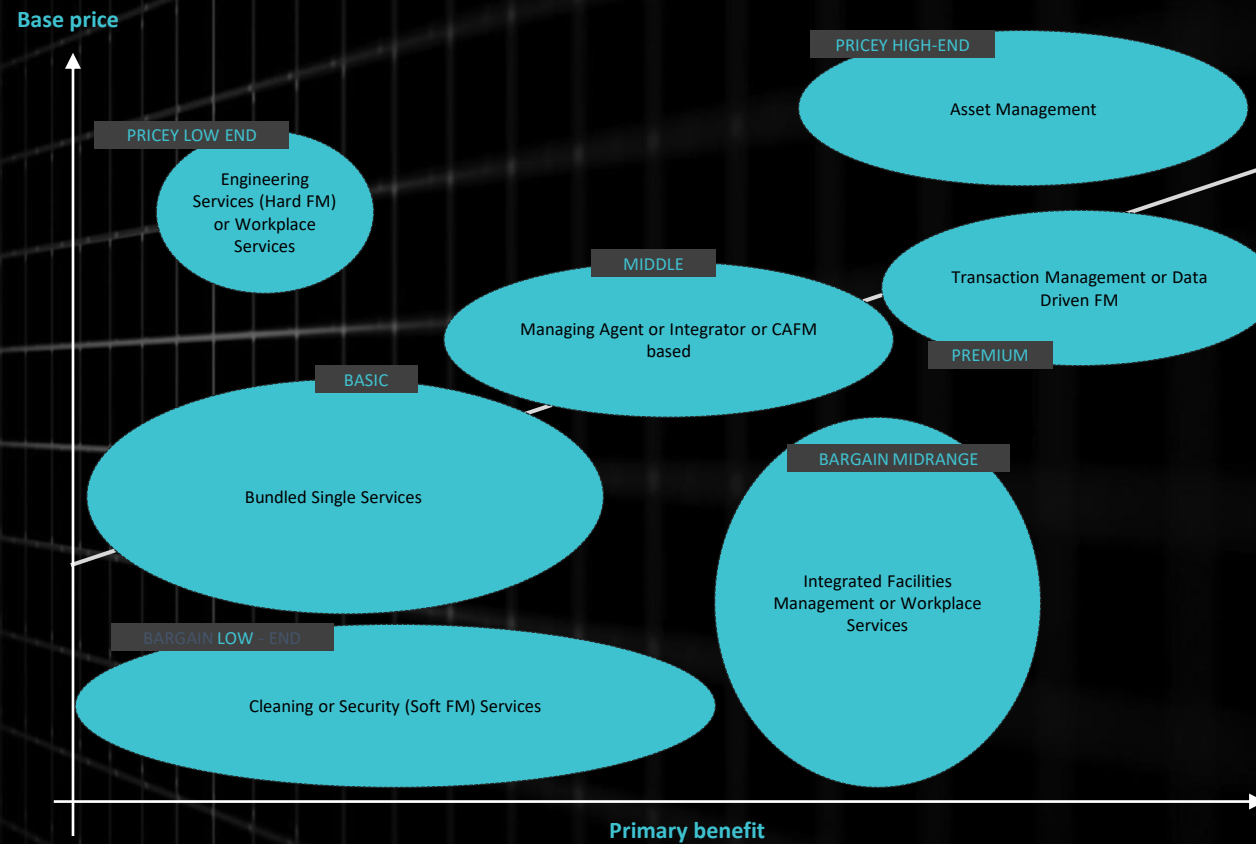


Buyer Persona – Who are you marketing to?

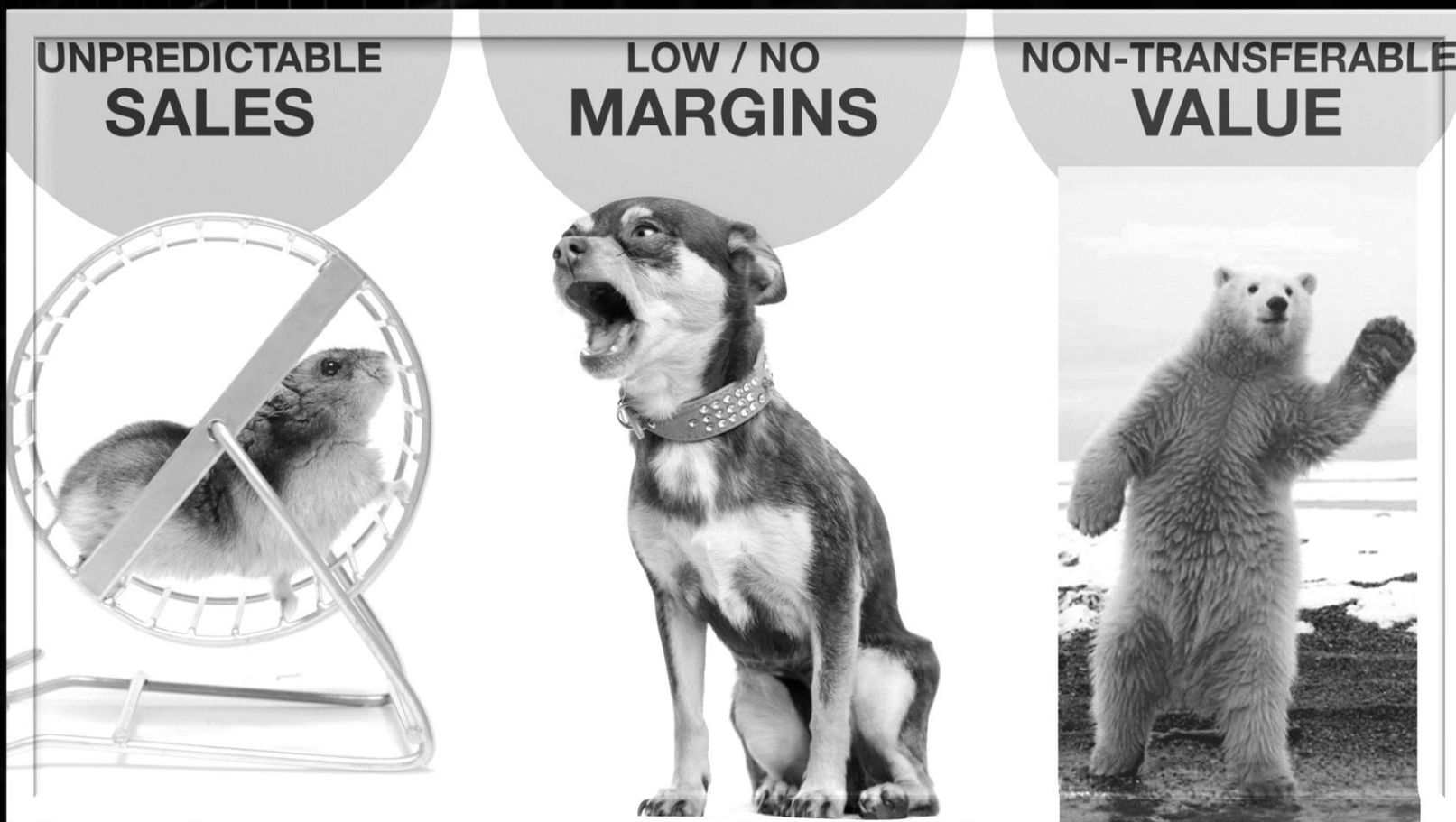


- Government
- Commercial
- End User
- Investor

Finding Opportunity in the Crowded Facilities Services Market



THE LANDSCAPE





I'm all alone, but
I'm not lonely.

Haruki Murakami

“ quote fancy

“

THERE ARE ONLY TWO THINGS IN
BUSINESS THAT MAKE MONEY:
INNOVATION AND MARKETING.
EVERYTHING ELSE IS A COST.”

- PETER DRUCKER

IN A DIGITAL-FIRST WORLD,
MARKETING MATTERS MORE THAN EVER,
WHICH MEANS...

MARKETERS

Matter More Than Ever!

THE BIG LESSON...
AS MARKETERS, WE NEED TO BE
READY FOR ANYTHING...

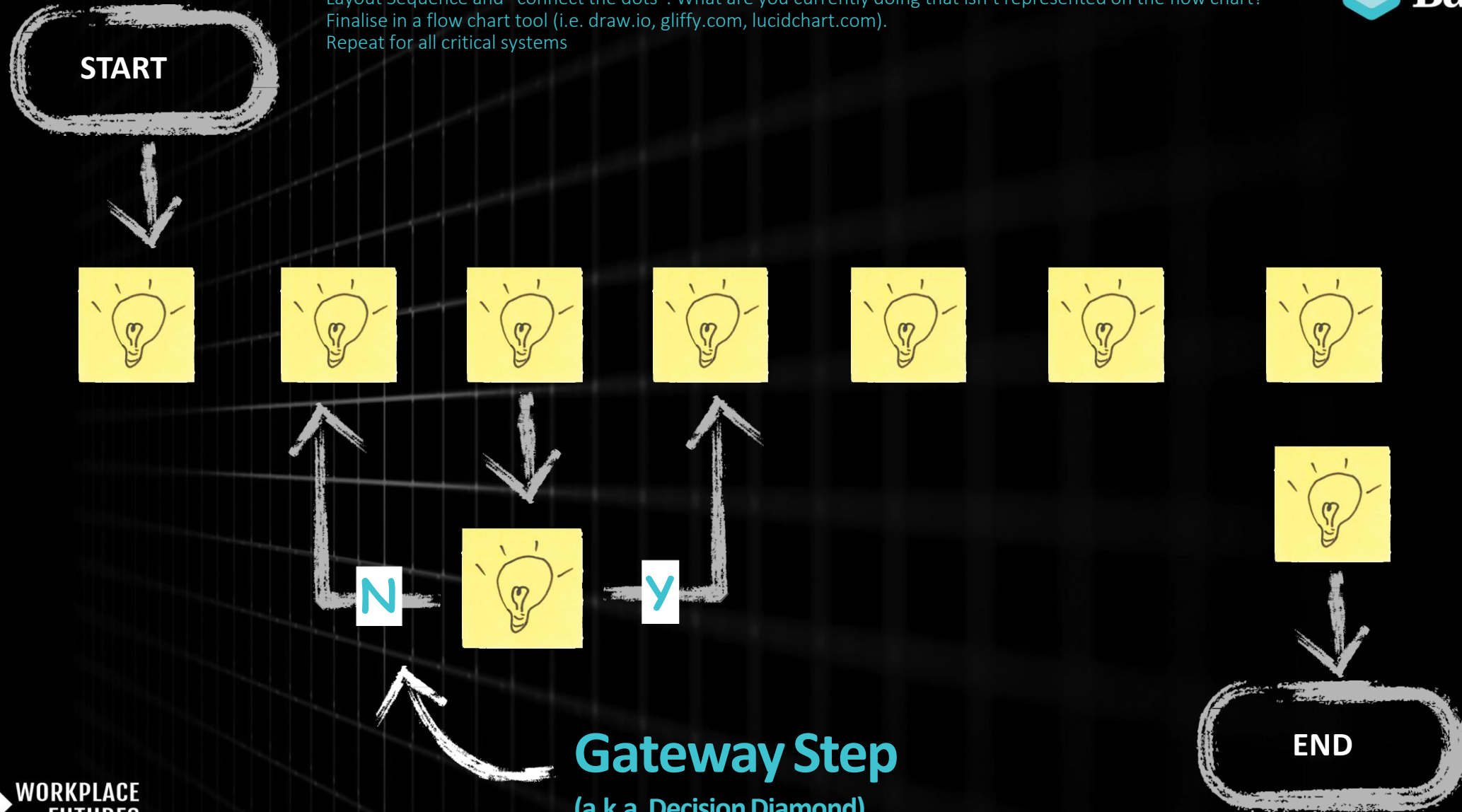
THE CRITICAL QUESTION
DO YOU KNOW HOW CUSTOMERS
HAPPEN IN YOUR BUSINESS?

IMPORTANT:
DOCUMENT WHAT IS...
...NOT WHAT “SHOULD BE.”

Identify your leaks



Brainstorm tasks and activities between the start and the finish.
Layout Sequence and "connect the dots". What are you currently doing that isn't represented on the flow chart?
Finalise in a flow chart tool (i.e. draw.io, gliffy.com, lucidchart.com).
Repeat for all critical systems



EVERYONE WANTS TO KNOW...

**“WHAT’S THE NEXT BIG THING
IN MARKETING FOR 2021?”**

WRITE
THIS
DOWN

Optimize your email
strategy, FIRST!
(Content, social, and pretty much
everything else comes next...)

“

Because of our tight relationship with customers, we had insight into an **additional problem** beyond managing business travel that was faced by the finance teams we sell to - managing budgets and employee spending.”

MIKE VOLPE

CEO, lola.com

WRITE THIS DOWN

DEFINE YOUR BUSINESS BY THE
PEOPLE YOU SERVE...NOT THE PRODUCT OR SERVICE
YOU SELL OR HOW YOU SELL IT.

INSIDE BAACHU RAIN



Scorecard
Reports

ASCEND SCORECARD

Sales & Marketing Leaders

Answer 20 short questions to receive your "Ascension Score". Benchmark your competitive position & revitalise growth!

www.baachurain.com

Sales Pipeline Dashboard

Create professional UK Public Sector Facilities Management pipeline in minutes
(7500+ opportunities by sectors)

Cut down your pipeline build time from many hours into minutes

Get Started Now

Create professional UK Private Sector Facilities Management pipeline in minutes
(5000+ opportunities by sectors)

Cut down your pipeline build time from many days into minutes

Get Started Now

UK GOV Public Procurement (Post Brexit) - 2021 and Beyond
GPA | Green Paper | Changes | SME Impact

19.01.2021 3:30pm UK

Memberships

Rain Insider

Individual Membership for Facilities Management & Workplace Services Leaders

Get Exclusive Access to

- 50 Thought leadership articles (refreshed half yearly)
- + Monthly CEO Insight Newsletter and Market Update Webinars

www.baachurain.com/memberships

Board Room

FM INSIGHT REPORT

UK Facilities Management Market 2021 - 2023 in the Covid19 Landscape

The Facts, Market Breakdown & Top Service providers by sectors and services, Key Insights and Trends for Facilities Services Providers & Buyers

www.baachurain.com

Insight Articles

Podcasts

Growth Accelerators

Baachu TALK
Showcasing Human Leadership Stories

Episode 10
Peter Andersen, Global Facility Management & Employee Services Lead at JLL and Chair, International Association of Facility Management Association (IFMA)

Available in: Spotify, Apple Podcasts, Stitcher

Baachu TALK
Showcasing Human Leadership Stories

Episode 13
Tracey Williamson, Chief Commercial Officer, Foreign and Commonwealth Office

Available in: Spotify, Apple Podcasts, Stitcher



BAACHU RAIN – MARKET & SALES DEVELOPMENT INSIGHTS..

Our Mentors



CEOs & MDs

looking for an independent
view of the market



Strategy & Marketing Directors

Looking to build brand awareness to reach
new prospects and sustain existing
customers



Sales Directors

looking for insights to strengthen and
convert pipeline opportunities

+ Investors

+ Buyers

QUESTION

HOW “TIGHT” ARE YOU WITH YOUR CUSTOMERS?



2021?

HOW MUCH DO YOU PLAN TO GROW?

GROWTH TARGET

HYPERGROWTH: 3X, 3X, 2X, 75% PER YEAR

(7 YEARS = \$100M COMPANY...TRUE DISRUPTION...USUALLY VC-FUNDED)

RAPID GROWTH: 2X, 2X, 75%, 50%

(VERY FAST GROWTH...USUALLY DIFFICULT TO ACHIEVE WITHOUT SOME KIND OF OUTSIDE FUNDING, OR IN VERY FAST-GROWTH MARKETS)

STEADY GROWTH: 50 - 75% YOY

(GREAT GROWTH GOAL FOR BOOTSTRAPPED COMPANIES)

MATURE GROWTH: 10 - 25%

(FINE AS LONG AS MARGINS ARE STRONG...JUST MAKE SURE YOU AREN'T LAGGING BEHIND THE MARKET – IF MARKET IS FLAT, 10% GROWTH IS FINE. IF MARKET IS GROWING AT 10%, THEN YOU ARE FALLING BEHIND.)

VALUE ENGINE TYPES

INNOVATION ENGINE

(CREATE, UPDATE, AND IMPROVE OFFERINGS)

FULFILLMENT ENGINE

(DELIVER THE PROMISED VALUE)

GROWTH ENGINE

(ATTRACT AND CONVERT NEW CUSTOMERS)

MONETIZATION ENGINE

(EXPAND/ASCEND EXISTING LEADS AND CUSTOMERS)

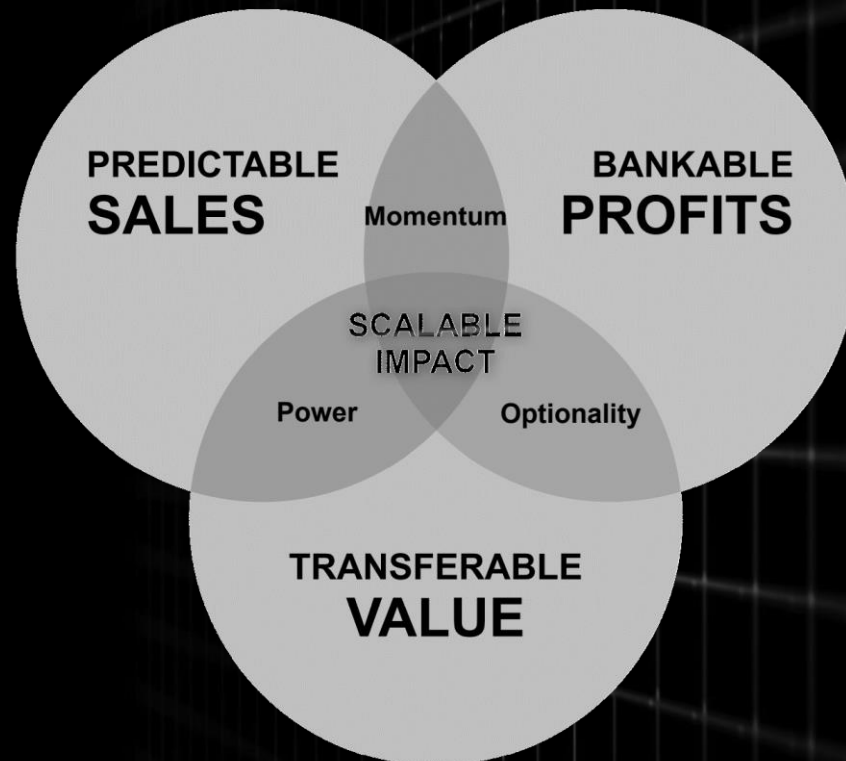
IF: INNOVATION/FULFILLMENT.....THEN:

- What segment of our market are we bestsuited to serve?
- What will our customers always want? • Where are we head and shoulders over the competition?
- Where do we want to compete? (Quality? Volume? Selection? Price? Speed?)
- How frequently must we update our offers? (Weekly? Monthly? Quarterly? Annually?)
- What must we do to ensure our customers stick with us as opposed to switching to a newer or cheaper alternative?

IF: GROWTH/MONETIZATION.....THEN:

- Who is our ideal customer?
- Who is NOT our ideal customer?
- How do we get our ideal prospects to know that we exist?
- How do we keep our prospects and customers engaged so they're receptive to future offers and communications?
- How will we encourage our customers to tell their peers about us?
- What marketing efforts have been most effective in the past?
- What marketing efforts have been least effective in the past?

BAACHU GROWTH FRAMEWORK



38 Sales
Accelerators

16 Profit
Accelerators

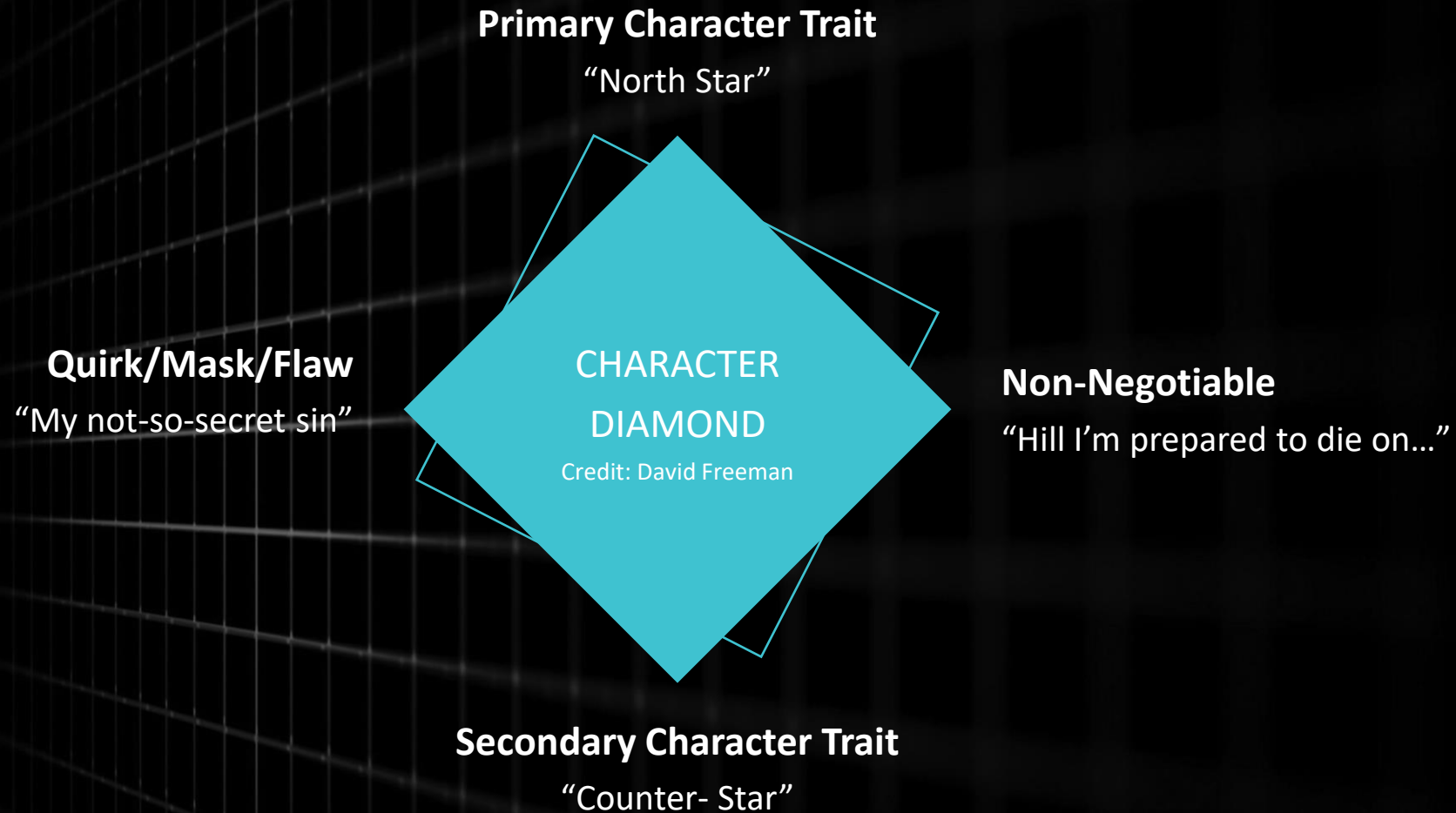
12 Value
Accelerators

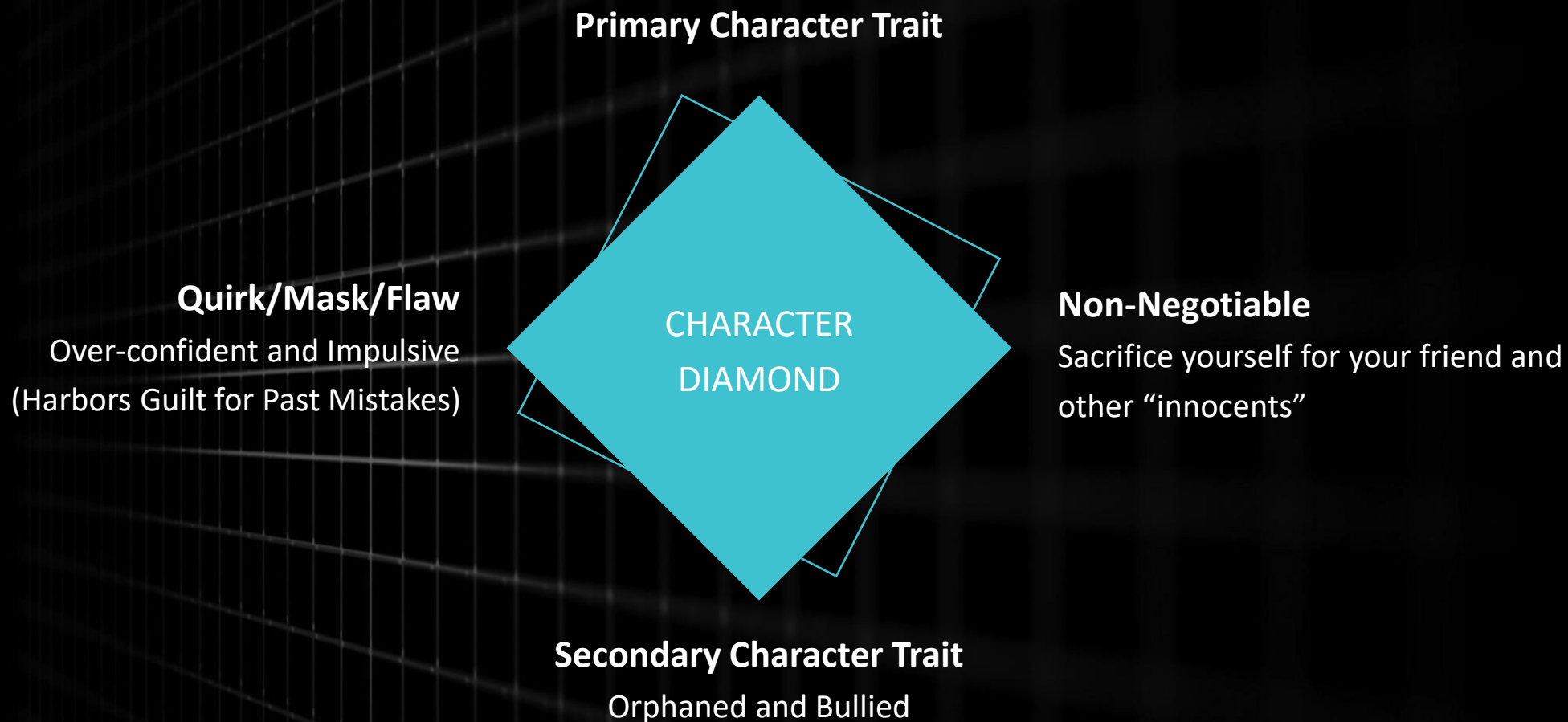
HOW TO MARKET YOUR COMPANY WITH SOUL?

- Faceless brands are boring and inhuman
- While humans love a good STORY...it's CHARACTERS that we CRAVE
- A brand is NOT a LOGO. A brand is a fictional CHARACTER
- Introducing Character Diamond....

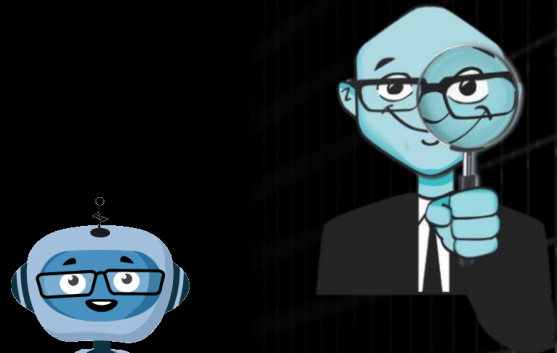
Our mission

We design and implement simple, sustainable and data driven solutions every day to achieve breakthrough results for deserving businesses who address society's most important challenges and opportunities





INSIDE BAACHU RAIN



**Baachu
BOT**



If you think its about our revenue and growth

YOU HAVE MISSED THE POINT

WE STAND FOR THE EXPERIENCE YOU HAVE WITH US

www.baachuscribble.com

If you think its about winning customers and building a brand

YOU HAVE MISSED THE POINT

WE STAND FOR YOU. THE REAL YOU. THE AUTHENTIC YOU. THE HUMAN YOU


www.baachuscribble.com

If you think its about our services and products



YOU HAVE MISSED THE POINT

WE STAND FOR THE STORIES OUR END CUSTOMERS SHARE ABOUT THEMSELVES

www.baachuscribble.com



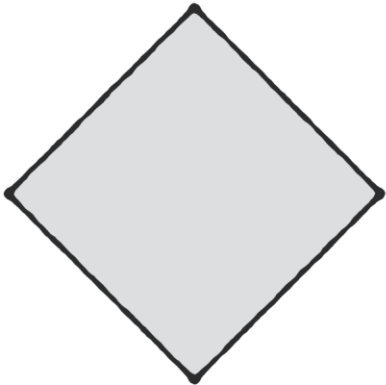
BaachuBOT



OK.LET'S BUILD A CHARACTER DIAMOND FOR YOUR BRAND

CHARACTER DIAMOND WORKSHEET

[PRIMARY CHARACTER TRAIT]



[QUIRK/WEAKNESS/FLAW]

[NON-NEGOTIABLE]

[SECONDARY CHARACTER TRAIT]

MARKETING STRATEGIES

- Stand by Me
- Value mapping
- Optimise your email strategy
- Character Diamond
- Bonus 1 : Customer Experience Elevator - 10 star review
- Bonus 2 : Customer Touch Point Inventory

RECAP

- How can you practice generosity right now? What can you give away? It will come back to help you too
- If you can find 14 things in your business that you can increase 5%, you'll double your business!
- If 2020 was the year of virtual, 2021 will be the year of hybrid. The biggest difference is tech and touch. Experience is the new currency!
- Entertainment is a requirement. Boring will put you out of business. Period!

REACTIONS

- **Outdated buyer and customer experience** – Buyers have more power than ever, and their preferences have changed more in the last five months than the previous five years. This has made retention the new growth as market leaders go back to the base for growth. While observers are focused on incremental improvements to the customer journey, market leader accelerators have taken a blank-page approach to designing processes that provide a differentiated experience.
- **Virtual sales** – During the lockdown period, substantively all B2B sales have shifted to virtual. This is having a permanent impact on how buyers want to interact and will continue to shift how market leaders allocate resources. We are seeing that Accelerators are investing 15% or above of their revenue in marketing (vs 5% for those in the Observer camp and less than 3% for the Survivors).

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Stand By Me



 **SCAN ME**

THANK YOU 😊

