

PARRILL'S PICKS & WENDY'S WISDOM



In recent years, we've seen the same business in new patterns. Now, as a number of competing factors converge, our industry, nation and world are in high transition. How might companies approach these uncertain times? As an opportunity. To succeed, companies must **evolve strategically** in this new landscape. How?

Harness the valuable power of relationships.

CLAY (CP): Yes, working relationships matter. And, new relationships and new ways to communicate are vital. As Boomers eye retirement, Millennials drive this change as they mature. Companies that navigate a transition between these two groups have a distinct advantage. Bring the generations together to bring out the best in each other. Evaluate what works and be open-minded to new ideas.



Social media is a great example. Whether you like it or not, it's here to stay. In addition to immediate sharing of company information, it fosters two-way communication to collaborate and gather immediate feedback, as well share corporate personality. It breeds familiarity and forges relationships faster.

WENDY (WN): With customers and sales, we see tremendous opportunity in relationships. Many small companies are closing – due to cost, regulations, and retirement without succession planning. This shrinks customer's options and leaves them without replacements. Electrocube has received a number of requests for crossover products because certain businesses closed and manufacturers can no longer get parts where they used to. The result? An opportunity to work with prospective customers through timely fulfillment as they secure new suppliers. Digital media platforms get us out in front of these potential clients as they search to fulfill their needs.

Grow core competencies.

CP: Now, more than ever, do what you do well. Case in point: our Bishop



Bishop Electronics Corporation

Electronics acquisition helps to improve what we already do. Plus, it enhances customer's choices with expanded offerings and enhanced service. The reality is that the film capacitor industry is shrinking. We acquired Bishop to become a more robust, sustainable, and full-service source of capacitors. Our plan is to combine

the best of both companies in one location with improved products and services to create higher customer satisfaction.

WN: Customers look for expertise. The Bishop Electronics acquisition is a natural evolution of Electrocube's film capacitor expertise as it expands in the products we manufacture and in the many ways to obtain those products. Sales reps and distributors in our sales network can now offer more.

Embrace longer business cycles.

CP: Our new reality is that business cycles are more long-term as we transition, change, consider and wait for an entire cycle to restart. Longer cycles mean a more inconsistent, volatile market. At Electrocube, our previous forecasting models no longer apply. New cycles are quarter-to-quarter, not month-to-month. Plus, a consistent supply chain is no longer a given. Previous companies for repeat orders may now be closed, merged, or have higher minimums or longer lead times. The supply chain is a challenge, and it's driving cost pressure into the system.



WN: The reality is that these longer cycles and additional influences – such as material costs and labor laws – have a direct effect on cost and, therefore, pricing. With everyone in the same position to pass on cost, the playing field is leveled, underscoring the importance of other factors such as fulfillment, on-time delivery, relationships and design engineering.

The bottom line?

Use these times of transition to evolve well. Foster collaboration with every resource at your disposal. Identify and expand core competencies. Embrace the new reality of generational transition and longer business cycles.

What are you doing in 2017? Share with us on LinkedIn, Facebook or in person at EDS from May 16-19.

