

# Direct to Consumer Preparedness Punchlist

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Our Direct-to-Consumer Preparation Punchlist is a high-level roadmap for businesses looking to grow revenue from end-buyer online purchasing. This is intended to orient and organize your efforts and is not a comprehensive D2C plan. Each box has a deeper set of processes and actions involved. We'd love to walk through a deeper explanation for each item and help custom tailor a plan of action.

1. Strategize		
<input type="checkbox"/>	Get executive sponsorship	Setup yourself up for success
<input type="checkbox"/>	Send out the <a href="#">End-Buyer Survey</a> to gauge temp	What do your end-buyers think?
<input type="checkbox"/>	Fill out the <a href="#">Digital Commerce Discovery Questionnaire</a>	Help define your internal requirements
<input type="checkbox"/>	Draft internal business plan	Define your D2C goals
<input type="checkbox"/>	Build internal department	Get the right people onboard
<input type="checkbox"/>	Agency vetting	Establish a partnership
2. Analyze		
<input type="checkbox"/>	Onsite discovery	Interview all relevant stakeholders
<input type="checkbox"/>	Gap analysis & business process mapping	Uncover current and to-be state
<input type="checkbox"/>	Identify tools, platforms, components	Architect a game plan
<input type="checkbox"/>	Roadmap	Define MVP & outline future phases
3. Execute		
<input type="checkbox"/>	Apply business architecture through wireframes	Create the project blueprint
<input type="checkbox"/>	Communicate to dealers	Present prototypes to build excitement
<input type="checkbox"/>	Set up hosting environment	Prepare the foundation to build upon
<input type="checkbox"/>	Implementation	Build out the first iteration
<input type="checkbox"/>	Test	Ensure project aligns with blueprints
<input type="checkbox"/>	Launch	Go-live, unveil, train, promote
<input type="checkbox"/>	Calibrate, iterate, and grow	Evolution based on feedback, analytics, and trends



How you build out your Direct-to-Consumer offering is important, but so is why you are doing it. Defining and tracking the D2C value propositions for all involved parties makes promoting and growing engagement a much more straightforward task. Check-off the following guidelines to ensure the value you are providing doesn't get lost in the process of building out D2C.

How will you provide value to the customer ?
<input type="checkbox"/> Simple and intuitive approach to user experience
<input type="checkbox"/> Concierge approach to customer service
<input type="checkbox"/> Ability to configure and customize
<input type="checkbox"/> Creating premium D2C products, unique bundles, or subscriptions
<input type="checkbox"/> Through tools, like 3D product imaging or AR, allowing customers to better evaluate products
<input type="checkbox"/> Delivering personalized shopping experiences
<input type="checkbox"/> Launching a loyalty program
<input type="checkbox"/> Direct-from-source product knowledge and thought leadership
How will you provide value to your dealers?
<input type="checkbox"/> Creating (or reimagining) your dealer portal <ul style="list-style-type: none"><li><input type="checkbox"/> Sales calculators; finance, ROI, TCO, fuel savings, custom calculations for your products</li><li><input type="checkbox"/> Interactive side-by-side competitive comparisons</li><li><input type="checkbox"/> Library of service related articles and videos that draw traffic and funnel to dealerships</li><li><input type="checkbox"/> Always up-to-date marketing, sales, and service material</li><li><input type="checkbox"/> B2B commerce enabled</li><li><input type="checkbox"/> Mobile sales app for dealer reps in the field</li></ul>
<input type="checkbox"/> Leveraging data <ul style="list-style-type: none"><li><input type="checkbox"/> Innovating new products</li><li><input type="checkbox"/> Informing offline strategy</li></ul>
<input type="checkbox"/> Improving the B2B buying experience
<input type="checkbox"/> Providing a dealer locator



For many OEMs, manufacturers, and producer, selling to their end-buyers is uncharted territory. The hardest part about that? You don't know what you don't know. While the unknowns to consider may be vast, these should start jogging your thoughts in the right direction. Reach out to our team at ATF for a deeper discussion, any time.

Mindset

Brand identity

Do you focus brand identity? D2C will force your business to focus on its brand.

Your Objective

“Your objective isn’t to go toe-to-toe with the largest manufacturing companies but to rethink the entire sales model to get ahead of your closest competitors” — Katana

Short-Run Initiatives

Try testing out the waters before diving in headfirst. Many legacy brands will experiment with short-run D2C initiatives, allowing them to identify variables, refine their approach, and prove they can form direct relationships with customers. This method also puts hard data in your hands, making it easier for the rest of your team to sign off on larger D2C rollouts.

Behind the Scenes

Packaging

If you’re used to shipping pallets and crates, you might want to revisit your unboxing experience for D2C.

Customer Service

Customers will be turning to you for help and for returns. How will you handle returns and how can you reduce them?

Supply Chain

Permanent changes in industry supply chains are shifting the center of growth in the U.S. consumer economy. COVID-19 has accelerated ecommerce growth “4 To 6 Years” — Forbes, June 12, 2020.

Inventory

“One of the biggest challenges of running a direct to consumer manufacturing model is keeping on top of your inventory management.” — Liberty Mutual Insurance Company

Taxes


Your tax strategy should offer real-time tax calculation for all jurisdictions and protect you against audit.

Factors Infleuncing Your D2C Potential

LOW

GOING DIRECT POTENTIAL

HIGH




Screw


LOW VALUE

VS.

HIGH VALUE



Tractor




Chewing Gum


IMPULSE

VS.

STOCKING UP



Motor Oil




Sheet Metal


COMMODITY

VS.

UNIQUE VALUE



Attachments




Equipment

LOW FREQUENCY

VS.

HIGH FREQUENCY



Wear Parts