

Commercial Excellence Academy

by  Asbiverse Group

Optimizing Route to Shopper® Capability for Winning in Retail

www.commercialexcellence.academy

Route to Shopper®

A Strategic Framework for
Integrated Shopper-based Value
Creation in the Industrial
Chemicals and Additives
Industry

Route to Shopper® Framework for Industrial Chemicals & Additives

A Strategic Framework for Driving Commercial Excellence in Industrial Chemicals & Additives

A Strategic Positioning Document from the Commercial Excellence Academy

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The Route to Shopper® Framework incorporating GUIDE – PATHS™ for Industrial Chemicals & Additives Industry



Executive Summary

What does it really take to win a shopper's consideration in a world of endless options?

The industrial chemicals and additives sector stands at an inflection point where technical excellence alone no longer ensures market success. Commercial leadership must navigate increasing regulatory complexity, sustainability mandates, compressed innovation cycles, and procurement sophistication.

The **Route to Shopper®** Framework provides a strategic blueprint for aligning technical capabilities with commercial excellence, creating sustainable competitive advantage through deeper understanding of the technical buyers, formulators, and procurement leads who drive specification and purchasing decisions.

Strategic Context

Transforming Technical Value into Commercial Success

The **Route to Shopper®** Framework integrates technical formulation relevance, customer engagement, and channel excellence to drive scalable, sustainable growth in B2B chemical ecosystems. While the industry has traditionally excelled in R&D and product development, translating technical superiority into commercial success requires a more sophisticated approach.

Industry Challenges Addressed

- **Regulatory Complexity:** Navigating regional and industry-specific compliance requirements
- **Pricing Pressure:** Moving beyond cost-based competition to value-based positioning
- **Sustainability Imperatives:** Meeting increasing demands for circular and eco-friendly solutions
- **Extended Formulation Cycles:** Shortening the path from lab to commercial adoption
- **Procurement Sophistication:** Addressing increasingly data-driven buying processes

The Capability Imperative

Success requires capabilities that harmonize R&D, sales, marketing, and channel functions to deliver consistent commercial value and technical

performance. The **Route to Shopper®** Framework provides the structural foundation for building these capabilities systematically.

The Shopper vs. Consumer Distinction in B2B Chemicals

In industrial chemicals, understanding the fundamental distinction between shoppers and consumers is critical:

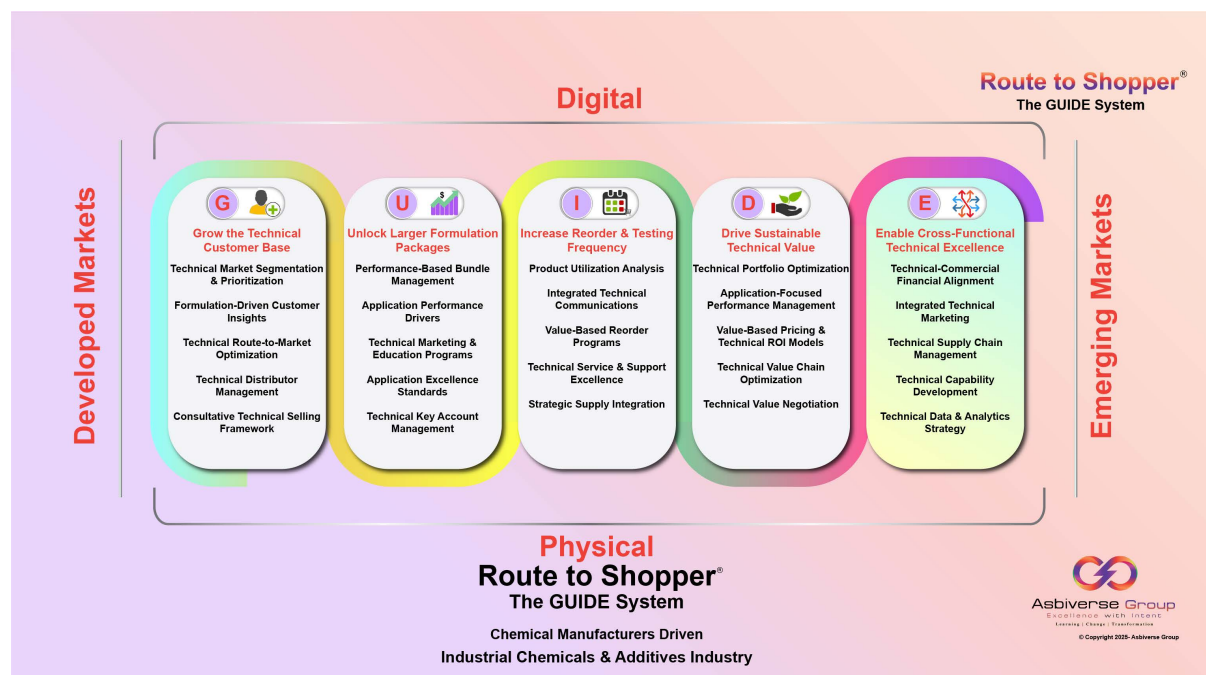
Shoppers are the technical buyers, formulators, and procurement leads who evaluate, specify, and select chemical inputs. They operate within constraints of performance requirements, regulatory frameworks, and economic considerations.

Consumers are the end-users who benefit from the finished product, such as the manufacturer using a compounded plastic, the OEM applying a coating, or the contractor installing an adhesive.

The **Route to Shopper®** Framework focuses on influencing the shopper's decision-making process while understanding the consumer's needs to ensure technical fit, compliance, performance, and end-application value.

GUIDE – PATHS™ Frameworks for the Chemicals Sector

GUIDE Framework (For Chemical Manufacturers)



G: Grow the Technical Customer Base

- Expanding into new technical buyers, formulators, and sectors
- Penetrating adjacent applications with existing products
- Developing technical value propositions for emerging markets

U: Unlock Larger Formulation Packages

- Developing synergistic product bundles for complete solutions
- Creating systems approaches to application challenges
- Building cross-selling capabilities across product lines

I: Increase Reorder & Testing Frequency

- Establishing technical validation and revalidation cycles
- Creating confidence in supply reliability and consistency
- Developing proactive technical service engagement models

D: Drive Sustainable Technical Value

- Building value-based pricing models tied to application performance
- Developing sustainability credentials as competitive advantage
- Creating proprietary formulation knowledge that commands premium

E: Enable Cross-functional Technical Excellence

- Aligning R&D and commercial teams around market opportunities
- Developing technical marketing capabilities that translate features to benefits
- Creating regulatory compliance as competitive advantage

PATHS Framework (For Distributors & Technical Resellers)



P: Technical Presentation Excellence

- Creating compelling technical demonstrations and sample programs
- Developing application-specific technical collateral
- Building digital technical engagement platforms

A: Technical Assortment Optimization

- Curating product portfolios by application and industry
- Developing complementary formulation components
- Creating testing and validation capabilities for product selection

T: Technical Team Engagement

- Building technical expertise in sales and support teams
- Developing application-specific solution selling capabilities
- Creating technical problem-solving as organizational culture

H: Holistic Technical Supplier Integration

- Developing collaborative technical innovation programs
- Creating joint market development initiatives
- Building integrated technical service and support systems

S: Technical Shopper Insight Application

- Capturing formulation decision-making patterns
- Developing technical buyer personas and journey maps
- Creating data-driven technical marketing approaches

Hypothetical Application Examples

Performance Additive for Engineering Plastics

Challenge: A performance additive manufacturer seeks to penetrate the automotive lightweighting market with a new strengthening compound.

GUIDE Application:

- **Grow the Technical Customer Base:** Target Tier 1 automotive suppliers' formulation teams
- **Unlock Larger Formulation Packages:** Bundle with complementary flow modifiers
- **Increase Reorder Frequency:** Implement testing protocols for seasonal temperature variations
- **Drive Sustainable Value:** Develop ROI calculators demonstrating weight reduction benefits
- **Enable Cross-functional Excellence:** Create joint R&D and sales technical presentations

PATHS Application (Distributor Partner):

- **Technical Presentation Excellence:** Create application-specific testing demonstrations
- **Technical Assortment Optimization:** Position within lightweighting solution portfolio
- **Technical Team Engagement:** Train team on automotive specification requirements
- **Holistic Supplier Integration:** Develop joint technical seminars for automotive engineers
- **Technical Shopper Insight Application:** Track formulator testing patterns and concerns

Outcome: Transformed a product launch into a systematic market development program, accelerating specification and adoption.

Sustainable Additive for Architectural Coatings

Challenge: A specialty additives producer has developed a bio-based dispersant that needs to gain traction with environmentally conscious formulators.

GUIDE Application:

- **Grow the Technical Customer Base:** Target green building certification specifiers
- **Unlock Larger Formulation Packages:** Create a sustainability-certified additive system
- **Increase Reorder Frequency:** Implement performance validation program
- **Drive Sustainable Value:** Develop sustainability scorecard and claims support
- **Enable Cross-functional Excellence:** Align regulatory and marketing on environmental claims

PATHS Application (Distribution Partner):

- **Technical Presentation Excellence:** Create comparative environmental impact demonstrations
- **Technical Assortment Optimization:** Create "green formulation" packages
- **Technical Team Engagement:** Develop sustainability certification expertise
- **Holistic Supplier Integration:** Collaborate on environmental compliance documentation
- **Technical Shopper Insight Application:** Track environmental certification priorities

Outcome: Positioned technical performance within a sustainability framework, creating differentiation beyond chemical functionality.

Expected Outcomes

Implementation of the **Route to Shopper®** Framework delivers measurable commercial benefits:

- **Accelerated Specification:** Shorter time from sample to formula inclusion
- **Increased Win Rates:** Higher conversion of technical trials to commercial adoption

- **Expanded Share of Wallet:** Larger formulation packages per customer
- **Premium Positioning:** Value-based rather than cost-based market positioning
- **Improved Forecasting:** Better visibility into customer adoption cycles
- **Stronger Partnerships:** Deeper integration with customer formulation processes

Digital Enablement including AI in Technical B2B Sales

The **Route to Shopper®** Framework provides the structure to leverage digital technologies:

- **Technical Decision Support Tools:** Application-specific performance calculators
- **Digital Testing Platforms:** Virtual formulation and simulation capabilities
- **Customer Data Integration:** Connecting technical service, sales, and R&D insights
- **Predictive Analytics:** Identifying formulation trends and adoption patterns
- **Digital Technical Marketing:** Creating immersive technical education experiences

Commercial Excellence Academy's Role

The Commercial Excellence Academy serves as the capability-building partner for organizations implementing the **Route to Shopper®** Framework:

- **Capability Diagnostics:** Assessing current commercial and technical integration
- **Customized Training:** Developing function-specific **Route to Shopper®** expertise
- **Implementation Support:** Guiding organizational transformation and alignment
- **Measurement Systems:** Creating metrics for technical-commercial success
- **Best Practice Forums:** Facilitating cross-industry knowledge exchange

Call to Action

We invite senior leadership across commercial, technical, and marketing functions to:

1. **Assess Current Capabilities:** Evaluate your organization against the **Route to Shopper®** Framework
2. **Identify Priority Pillars:** Determine which **GUIDE** and **PATHS** elements represent greatest opportunity
3. **Develop Implementation Roadmap:** Create a phased approach to capability building
4. **Align Cross-functional Leadership:** Build consensus on technical-commercial integration
5. **Measure and Optimize:** Establish key performance indicators tied to commercial outcomes

Contact

To begin a strategic dialogue on implementing the **Route to Shopper®** Framework in your organization, please contact:

Strategic Partnerships Team

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