

CNECT FY18-20 Strategic Plan

POSITIONING CNECT FOR SUSTAINABILITY AND GROWTH



To serve an estimated 12,000 members and increase revenue to more than \$10 Million by June 30, 2020, CNECT must strategically invest in technology, processes and structure that allow CNECT to innovate, scale, and mitigate risk to continue its position as a market leader.

OVERARCHING STRATEGIC PLAN GOALS

Investigate options for restructuring CNECT within its position in the family of companies

Explore strategic collaborations, acquisitions and other M&A opportunities

Build CNECT sales to over \$650 Million

Create standards that provide a consistent experience for staff, members & suppliers

Diversify revenue sources to an optimum ratio

Increase advisory capacity through an expanded board

Enhanced opportunities for professional development and staff growth

Focus reinvestment initiatives in four core areas: contracting, sales, operations & marketing

CONTRACTING

Develop a 3-year Contracting Business Plan that optimizes the GPO portfolio

- National contracting practice standards
- Additional Premier contract enhancements
- An expanded direct contract portfolio
- A standard contract launch program
- Diversified contract revenue sources to 60% CNECT / 40% Premier

SALES

Develop a scalable sales coverage model to drive revenue growth

- Implement sales operations and broaden CRM capabilities
- Create clearly defined roles with individual accountability
- Formalize a sales and member support model
- Maximize supplier sales channels
- Diversify new member classes of trade

OPERATIONS

Build capacity, structure, and procedures that create an efficient, sustainable program

- Evaluate and document operational best practices
- Create internal audit processes that drive member value and capture revenue losses
- Maximize technology to create process efficiencies
- Cross-train staff

MARKETING

Develop a Marketing Plan designed to create brand equity and generate warm leads for sales

- Create strategic digital marketing campaigns via targeted email blasts and automated email journeys for current and prospective members
- Develop content marketing to boost social media presence and website traffic
- Implement national standards for all CNECT collateral
- Increase revenue

CNECT's mission as a GPO is to provide exceptional pricing, customer service and member benefits to enhance the financial strength of its members nationwide.