




Course	B2B Industry Insights: Uncovering Insight, Delivering Value
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Design Document	This script serves as an outline for the B2B Mastery Program LEVEL II podcasts.

	Section	Voice	Dialogue/Action
1	INTRO MUSIC #1	Music	5-10 seconds- then fade to low. Have under Welcome Message and Intro dialogue. Raise back to full volume at end of dialogue for another 5 seconds then fade out.
2	VOICE OVER: WELCOME MESSAGE & INTRO	Narrator	<p>Welcome to the B2B Mastery, LEVEL II: Industry Insights Podcast.</p> <p>At this point in your learning, you have already completed LEVEL I and are in the process of completing LEVEL II's B2B Industry Insights training. This podcast will take you through the key take-ways for identifying emerging opportunities in the global B2B landscape, crafting and delivering meaningful insights and appeal to key stakeholder needs and aspirations.</p> <p>Now let's sit back, take a listen, and enjoy the learning.</p>
3	MOD 1: THE FUTURE OF GLOBAL B2B COMMERCE MUSIC/SOUND EFFECTS #2	Music	<p>3-5 seconds of music or sound effects to introduce module.</p> <p>At the end of VOICE-OVER: The FUTURE OF GLOBAL B2B COMMERCE, music should raise back to full volume at end of dialogue for another 5 seconds then fade out.</p>
4	VOICE-OVER: THE FUTURE OF GLOBAL B2B COMMERCE	Narrator	<p>TOPIC: The Future of Global B2B Commerce.</p> <p>The current B2B landscape is highly fragmented. There are multiple platforms and point solutions throughout Procure to Pay process creating a web of complexity and integration challenges, often with multiple sources of truth.</p> <p>Technology has disrupted and changed the way that we do business. The good thing is when there is disruption, there is often opportunity. Over the past 20 years, technology has moved from the "Front Office Wave", the adoption of enterprise CRM systems to enhance the customer experience, to the "Experience Wave", the digitalization and emphasis of quality user experiences, to now embarking on the Financial Technology or "FinTech Wave" -- the modernization and automation of payments and lending and financial services data.</p> <p>AMEX is uniquely positioned to lead this Fin Tech wave. By eliminating low value POs, invoices and payments, streamlining & automating P2P for dispersed purchasing, improving transparency & uncovering opportunities, optimizing strategic spend, and lowering P2P net costs, American Express B2B solutions bring customized simplicity and efficiency to corporate P2P payments.</p> <p>With consumers becoming more and more connected and advancements in technology, B2B landscape is changing. With change or disruption, comes</p>

			<p>opportunity. We should be identifying those gaps and potential opportunities and capitalizing on them.</p> <p>AMEX is looking to solve for those B2B gaps by harnessing our global footprint, leading financial technology, strategic partnerships and scalability.</p>
5	<p>MOD 2: HARNESSING B2B INDUSTRY INSIGHT</p> <p>MUSIC/SOUND EFFECTS #3</p>	Music	<p>3-5 seconds music or sound effects to introduce module.</p> <p>At the end of VOICE-OVER: The FUTURE OF GLOBAL B2B COMMERCE, music should raise back to full volume at end of dialogue for another 5 seconds then fade out.</p>
6	<p>VOICE-OVER: HARNESSING B2B INDUSTRY INSIGHT</p>	Narrator	<p>TOPIC: HARNESSING B2B INDUSTRY INSIGHT</p> <p>Now that we have an idea of how are customers are being impacted, lets now discuss how to best prepare for a Customers' B2B needs discussion. Preparation starts with researching for insight, turning that insight into questions, then conducting a meaningful customer conversation that is tailored to the given stakeholder.</p> <p>When preparing for that customer conversation, let's not forget about leveraging the Challenger Model. Specifically, the guiding principles of Commercial Teaching Insight. Commercial Teaching is your ability to deliver a commercial insight in a rational and emotionally compelling way through two-way dialogue.</p> <p>Remember to:</p> <ol style="list-style-type: none"> 1. Share Reframe. Build credibility by reframing the customer's perception of a relevant business issue. This drives the customer to think differently. 2. Introduce Impact: intensify the business consequences and humanize the problem. This drives the customer towards action. <p>And finally</p> <ol style="list-style-type: none"> 3. Reveal Value. Demonstrate the value of taking action and describe how AMEX is uniquely positioned to support. This drives to your solution. <p>Gaining true commercial insight, requires research.</p> <p>There are market and industry resources such as Industry Associations, Publications and information on Trends, Mergers & Acquisitions.</p> <p>There are external resources such as Linked In, Company Website, Press Releases, Newspapers, Google Alerts, Annual Reports.</p> <p>And there are many rich internal resources available to you- including, but not limited to, Salesforce (SFDC), Watson, Hoover's, Guru Focus, and more. One very effective internal resource available to you is the P2P Optimization Program. This program and available tools looks a company's end to end P2P process and identified potential breaks and opportunities. This program will be covered on an upcoming ON AIR Call.</p>

			<p>Again, the goal is not to just produce a bunch of research. The key is how do you turn that commercial insight research into meaningful conversation that that speaks directly to a customer’s needs and aspirations.</p> <p>To speak to a customer’s needs and aspirations, you need to not only understand their business, you need to understand what drives that particular stakeholder.</p> <p>Each stakeholder has a distinct and important role in corporate payment decision-making. Developing relationships and a web of influence across stakeholders is a key priority for your teams and is critical to growing and retaining our clients.</p> <p>The more we learn about these stakeholder’s motivations, lives, frustrations and goals, the better we can influence and resonate with that Stakeholder. Project Looking Glass is a research project where hour long interviews were conducted with 40 stakeholders. As a result, stakeholder personas and best practices for messaging and tailoring your approach were defined. A deep dive discussion on this will be conducted on an ON AIR discussion.</p>
6	CLOSING MUSIC #4 (theme music)	Music	5-10 seconds- then fade to low. Have under Welcome Message and Intro dialogue. Music swells to full volume at end of dialogue for another 5 seconds then fades out.
7	CLOSING	Narrator	<p>IN CLOSING...</p> <p>So, what did we learn?</p> <ul style="list-style-type: none"> • Be aware of the changes within the global B2B environment and how our Customers are being impacted. • Articulate how AMEX is prepared to meet our Customer’s B2B challenges and needs. • Deliver commercial insight that leads exclusively back to the Customer’s B2B Needs. • Leverage Challenger Model to structure meaningful and impactful B2B insights. • Transform your research for B2B insight into customer questions that drive meaningful conversation. <p>AND</p> <ul style="list-style-type: none"> • Tailor your approach and messaging to better resonate with key Customer stakeholders. <p>From the Global Field Enablement Team, we want Thank you for participating in the B2B Mastery, LEVEL II: Industry Insights Podcast.</p> <p>Remember: you learn something every day, if you pay attention.</p> <p>See you next time!</p>

Article Title	Take A Listen: B2B Mastery Program LEVEL II: B2B Industry Insights Podcast
Artwork	 <p>The artwork features the B2B logo on the left, which includes the text 'Business to Business Mastery Program'. To the right, the text reads 'B2B INDUSTRY INSIGHTS: UNCOVERING INSIGHT, DELIVERING VALUE' in blue and grey, with a blue 'PODCAST' button at the bottom containing a white headphones icon.</p>
Title	<p>Introducing the B2B Mastery, LEVEL II: B2B Industry Insights Podcast!</p> <p>At this point in your learning, you have already completed LEVEL I and are in the process of completing LEVEL II's B2B Industry Insights training.</p> <p>We recently conducted a 90-minute virtual session: <i>B2B Industry Insights: Uncovering Insight, Delivering Value.</i></p> <p>This quick 8-minute podcast will take you through the sessions key take-ways:</p> <ul style="list-style-type: none"> • Identifying emerging opportunities in the global B2B landscape • Crafting and delivering meaningful B2B insights • Appealing to key stakeholder needs and aspirations <p>Take a listen and enjoy the learning!</p>