

# Communiqué

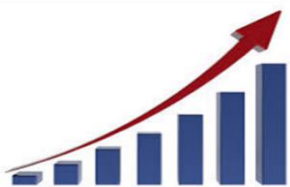
## 2025—A Pivot Back to Growth

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The last four years have represented a unique time for business leaders. Uncertainty was high. Priorities shifted. And traditional growth-oriented strategies were often shelved.

- For companies who faced supply chain challenges, growth exacerbated the problem of serving customers, and customers reacted to these challenges by changing sourcing behaviors and traditional brand loyalties.
- A variety of economic incentives and stimulus dollars changed end user (both business and consumer) behaviors, resulting in rapid growth in demand for many industries.
- With the increased demand, manufacturers reached capacity and faced product and service allocation issues.
- Finally, changes in market pricing alone often delivered the financial results businesses needed to deliver.

Fortunately (or unfortunately!), these days are behind us. 2025 marks a return to a growth posture for most B2B companies.



In addition to the return to growth, 2024 saw a significant uptick in acquisition activity. M&A in industrial and commercial distribution saw a 30% increase from 2022 levels. In many industries, this activity fueled a restructuring of the channel...with the bigs getting bigger, the small independents becoming increasingly defined by niches (product, service, customer, geography), and a missing middle.

For many companies, their go-to-market strategies are in “catch up” mode to sync with the corporate strategy and growth goals along with the restructuring of the channel. This reality has created imperatives for go-to-market strategy in 2025:

- A need to better understand shifting customer buying behaviors. What it takes to win with customers in 2025 may be very different than it was before and during Covid. In particular, the initial sales contact is harder than ever as companies “hide behind” online communications (such as Teams) and may be reluctant to engage with new contacts and initiatives.
- A “surgical” approach to market share growth. With most competitors now chasing growth, it will likely be harder (and more expensive) to capture. Therefore, surgical approaches that concentrate resources on well-defined opportunities are much more likely to succeed than broad market-based strategies.
- A need to revisit channel partnerships and programs. Too many manufacturers have not updated their channel programs in years (and sometimes in decades!) With the shifts in market structures and a renewed focus on growth, most channel programs are not aligned with market strategy, nor functioning to drive channel partner behavior. Revisiting these programs in 2025 will help assure this alignment and help motivate your channel partners to advocate for your brand.

Frank Lynn & Associates has developed a simple audit, or scorecard, to help manufacturers determine if any of these imperatives need be addressed in their go-to-market strategies. If you would like to audit your strategy or schedule a call to discuss how to look at your go-to-market strategy in 2025, contact us at

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