# The value of MWOW through CV19

- Winning with Customers has never been more business critical.

MWOW
The McCain Way of Winning with Customers

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| MWOW The McCain Way of Winning with Customers   | **Applying a Growth Mindset** | • **MWOW is about winning with Customers** – the way we "show up" in the crisis will stand us in good stead for the future.<br>• **Apply a growth mindset** – leverage this as an opportunity to get ahead of our competitors.<br>• **Fast Start vs Recovery** – bring value to help customers get a fast start vs. just recovering. |
| WHERE TO PLAY<br>CHOICES | **Environment Mapping & Selection**<br><br>**Customer Prioritization** | • **Clarity on now** – start from a picture in the here and now of where our share is and where the growth opportunity is by Environment.<br>• **Predict the shifts** - work through what we think will change / shift / stick as a result of the crisis, review the actions, resource allocation and contact strategy we need to take by Environment.<br>• **Winners & Losers** – anticipate who, leverage global scale and have plans to back the winners. |
| WHAT TO DO<br>"PLAN " | **Customer Growth Planning** | • **Now is the time** - build base customer plans for when OOH starts moving again, explore and exhaust all sources of information beyond our usual conversations, adapt or rephase strategic initiatives in due course.<br>• **Step into the customers shoes** – understand the business pressures and challenges they're facing and the "so what" this means.<br>• **Customer short term needs will shift** - understand how we can support and bring value e.g. more focus on Efficiency to get up and running vs. Growth in the short term. |
| WHAT TO DO<br>"ENGAGE" | **Customer Engagement** | • **Maintain dialogue** - keep conversations flowing across all levels of relationships: show empathy, understanding and passion to get them up and running.<br>• **Sell McCain** - even when not selling products we are still selling the McCain Brand : how invested we are as a partner, our true value beyond the products that we sell and beyond our competition.<br>• **Bring a point of view** – add value in all communication e.g. what to do in the short term for a fast start, what to do in the medium / long term, this is what we are seeing in the market etc. |
| WHAT TO DO<br>"EXECUTE" | **Execution** | • **Be ready** – move fast and with purpose to act in our customers best interests.<br>• **Deliver on commitments** – if we said it would happen, make sure it happens.<br>• **Course correct** – adapt the Customer Growth Plan to reflect the new reality. |