Case Study: **Strengthening Partnerships During COVID**

Introduction

During the COVID-19 pandemic, Taylor faced significant challenges in staying connected with customers, sales teams, and industry partners. Traditional in-person interactions were disrupted, making it difficult to provide technical guidance and product education. To maintain its market presence and continue offering value, Taylor had to evolve its approach.

Customer's pain points

With travel restrictions and lockdowns in place, Taylor's customers—flooring contractors, distributors, and retailers—found it difficult to access product training, sales support, and technical guidance. Many in the industry lacked the necessary knowledge to sell and install adhesives effectively. Without strong partnerships, Taylor risked losing market share and weakening customer relationships.

Taylor's solution

Taylor reinforced its industry leadership by launching a digital education platform, inspired by Taylor's successful TAYLOR TIME LIVE initiative. This platform included live webinars, on-demand training videos, blog content, and a dedicated news and tips section. These resources ensured ongoing support for customers, helping them stay informed and engaged.

Additionally, Taylor simplified technical language around adhesives to make the content more accessible to sales teams and end-users. By breaking down complex topics and using practical examples, Taylor enabled more effective product positioning and sales strategies.

Conclusion

By evolving its strategy during the pandemic, Taylor successfully maintained strong partnerships, strengthened its industry presence, and enhanced product knowledge across its sales channel. The newly launched digital platform offered a valuable resource, ensuring continued business growth and leadership even in uncertain economic conditions.

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