



Handout

How to Pitch a Digital Commerce Project to Your C-Suite

Clear steps to get a yes from your boss, tailored to each department

Getting the buy-in for a digital commerce project from your c-level executives is not always an easy task - they are time-poor, juggling multiple priorities, and may even fear the changes that digitization will bring. However, with global e-commerce sales expected to reach USD\$5 trillion in 2022, kick-starting your e-commerce strategy should be #1 on your agenda. So, how exactly can you get a yes from the boss?

Whether you're pitching a greenfield e-commerce project, extended play, or looking to replatform, you'll find all the arguments you need in this handy guide. We have 5 top tips that are relevant no matter which C-Level position you are pitching, as well as department-specific advice, to make sure you leave the boardroom with a yes!

5 Tips for Pitching Your C-Suite

- **30 minutes max** - be brief and succinct. Time is at a premium, so you should be able to pitch your entire idea in 20 minutes, leaving 10 minutes at the end for questions. Don't expand on too much detail in the beginning - if your audience is interested, they will ask you to elaborate.
- **Start with the value** - one big common mistake is leaving the conclusion or value until the end of the presentation. Attention will wane from the moment you start, so stick your value proposition right at the beginning, and then explain why.
- **Play with FOMO** - your bosses are only human at the end of the day, and no one likes to feel left behind. Activate their 'fear of missing out' by highlighting what competitors are doing, and the potential gains your business is missing out on.
- **Come with data** - and visualize it. Focus on ROI and numbers that impact the bottom line.
- **Practice and prepare** - run through your presentation with other colleagues or peers, time yourself, and make sure you have answers prepared for questions that are likely to arise.

Tips for Pitching an E-Comm Project, by Role

The following tips focus on arguments tailored for each specific department, as every role will care about different goals and pain points. Focus on the value and KPIs which are of most interest to the relevant position to help win them over.

CEO

Your CEO is responsible for the big picture and overall strategic success of your business, so they'll want to know what impact digitizing will have on the longevity and scalability of the business.

- **Future-proofing the business:** the commerce industry is rapidly evolving, as are consumer demands. Commerce businesses without a digital sales channel will simply cease to exist in the coming years.
- **Stay competitive:** Chances are that no matter your industry, your competitors are either already pursuing an online strategy or plan to. With a larger audience and easier methods of attracting new customers, there is no way to stay competitive without going digital too.
- **Increased revenue opportunities:** Opening a digital sales channel doesn't simply add one new potential revenue stream to the business, but a whole world of opportunities - marketplaces, affiliates, social commerce - as well as any future channels that don't yet exist.



Interested in e-commerce growth strategies? [Check out this guide](#)

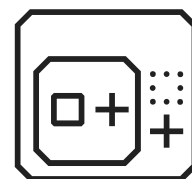




CIO

Your CIO is going to be an important person to get on board since any digital project will require significant resources from their department. Focus on the new technology available that will make their lives easier.

- **Flexibility:** modern e-commerce solutions focus on composable commerce, meaning that you can build the platform that you want, and stay agile in a rapidly changing environment.
- **Developer experience:** demand for high-quality developers is sky high, and your CIO can attract top talent and offer the best DX by working with cutting-edge e-commerce technologies.
- **App integration:** choosing an e-commerce solution with an in-built app store means your CIO doesn't need to hire as many developers, while the existing IT team can focus on innovation as boring manual tasks are taken care of by app integrations.



Learn more about Spryker's App Orchestration Platform

CMO

CMOs want data, data, and more data about customers, in order to better tailor marketing campaigns. Focus on the wealth of new information digitizing will bring to win them over.

- **Leverage customer data:** digitizing means understanding consumer behavior and buying habits, and increasing the chances for personalization to run more effective marketing campaigns.
- **Increase touchpoints:** digitizing opens up new channels of communication with your customers, whether that's through social media, an app store, wearable devices, or more. The more touchpoints, the more opportunities to strengthen your brand and make an impression on your customers.
- **Fast feedback:** digital communities and quick-fire feedback from app ratings allow your marketing team to test campaigns on a small sample and gather fast feedback.





CRO

Your CRO is going to want to hear how a digital e-commerce project will increase revenue, as well as the scalability of future revenue.

- **Reach more customers:** going digital simply means more sales channels, and more opportunities to reach new customers and increase revenue.
- **Customer lifetime value:** digitizing will help your CRO solve the issue of rising customer acquisition costs, as an e-commerce channel will reveal important customer data about buying behavior. This in turn helps the business to better tailor offerings and ultimately increase customer lifetime value.
- **Scalability:** scaling involves a huge amount of financial risk for a business, but an e-commerce solution with marketplace capabilities would allow your CRO to scale product assortment and reach a new customer base without taking on increased inventory risk.



Learn about how a marketplace can be your next 10x initiative.

CFO

CFOs will want to know that the costs of implementing a digital e-commerce project will generate a justified ROI, so make sure you come prepared with numbers to back up your pitch.

- **Customer experience:** e-commerce offers the opportunity for better customer experiences, which leads to increased customer lifetime value.
- **Automation:** digitizing offers the opportunity to automate manual processes, such as inventory management, leading to increased time and cost-efficiency.
- **Platform with low TCO:** CFOs will want to hear about the Total Cost of Ownership of a digital commerce project, and whether there are any ongoing or increasing costs associated with scaling. Choosing a vendor with a low TCO will help you with this part of the pitch.

➔ Now that you've got the buy-in from your boss to kick-start a digital project, you need to pick your e-commerce solution. Find out why Spryker is the perfect solution for your business with our guide: [How to become an intrapreneur with Spryker.](#)

