

KSB Pumps Inc.

Creating an Identity



Presented by Michael Blundell

December 12 2013



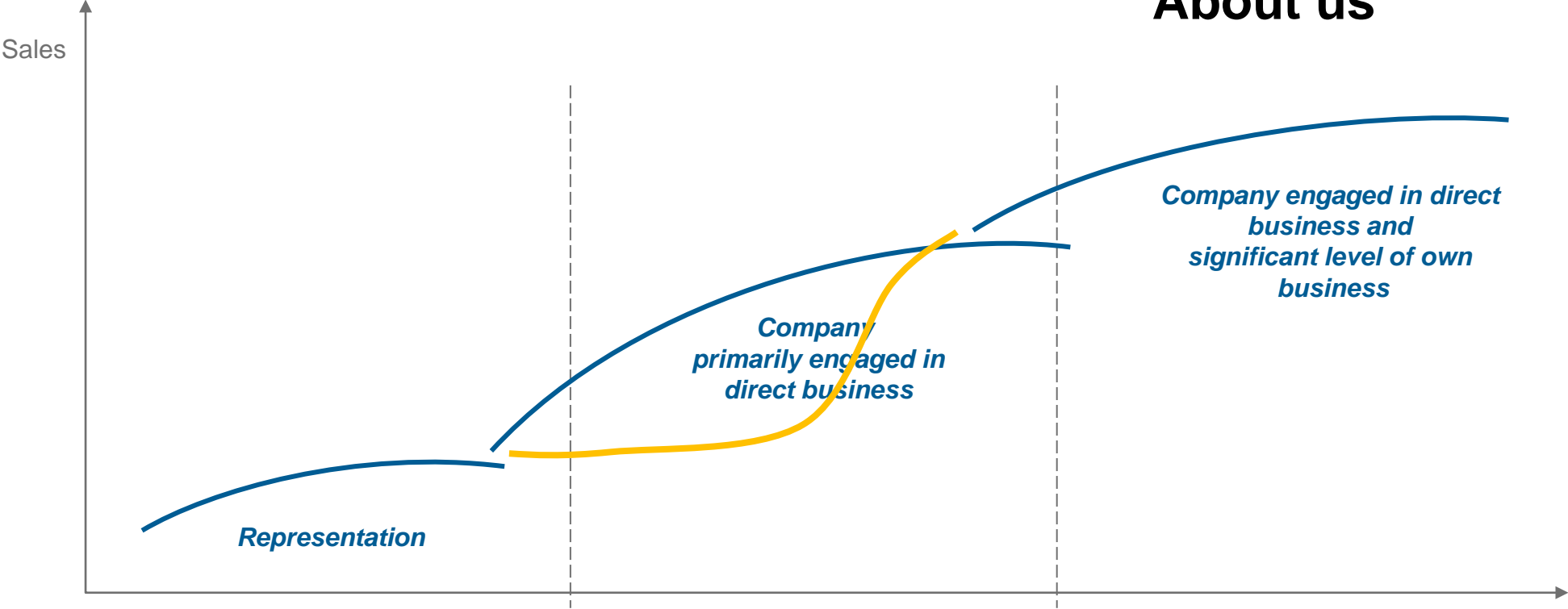
A disconnect between cultures



**“Culture eats
Strategy for
Breakfast”**

Peter Drucker

About us



KSB Canada
About us PAST



Brand Awareness
Product Features
Applications
Markets

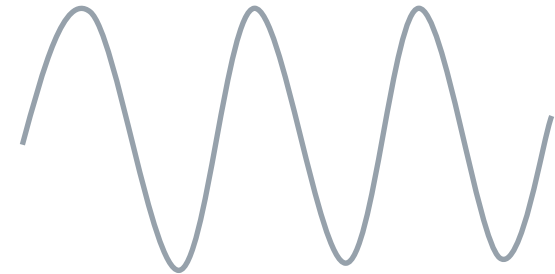


Brand Awareness
Product Features
Applications
Markets

KSB Canada About us NOW



Brand Awareness
Product Features
Applications
Markets



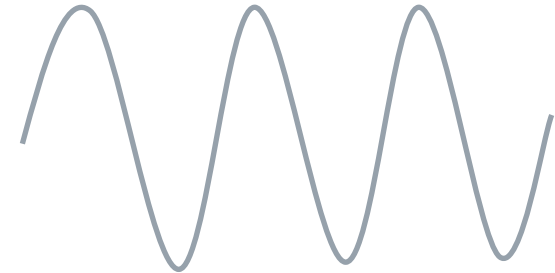
Canadian Brand Awareness
Product Features that Matter in Canada
Applications in Canada
Our Markets

KSB Canada
About us NOW

RDLO Sales Approach



Brand: Innovative Product
Markets: Municipal
Product Features: Efficiency, Reliability
Applications: Water Transportation



Brand: Pioneering Product
Markets: Mining Market (Oil Sands)
Product Features: Robust, Local Support
Applications: Recycled Water, Hot Water Circulation

NEW

IDENTITY



KSB Canada How We Did It

Logical considerations necessary in business development

- **Assessment**
Identify company strengths
Business Plan
- **Execution**
Organized Company Infrastructure
Sales Actions

NEW

IDENTITY

WHO AM I?

WHAT IS MY CALLING?

WHY AM I HERE?

WHO DO I BELONG TO?

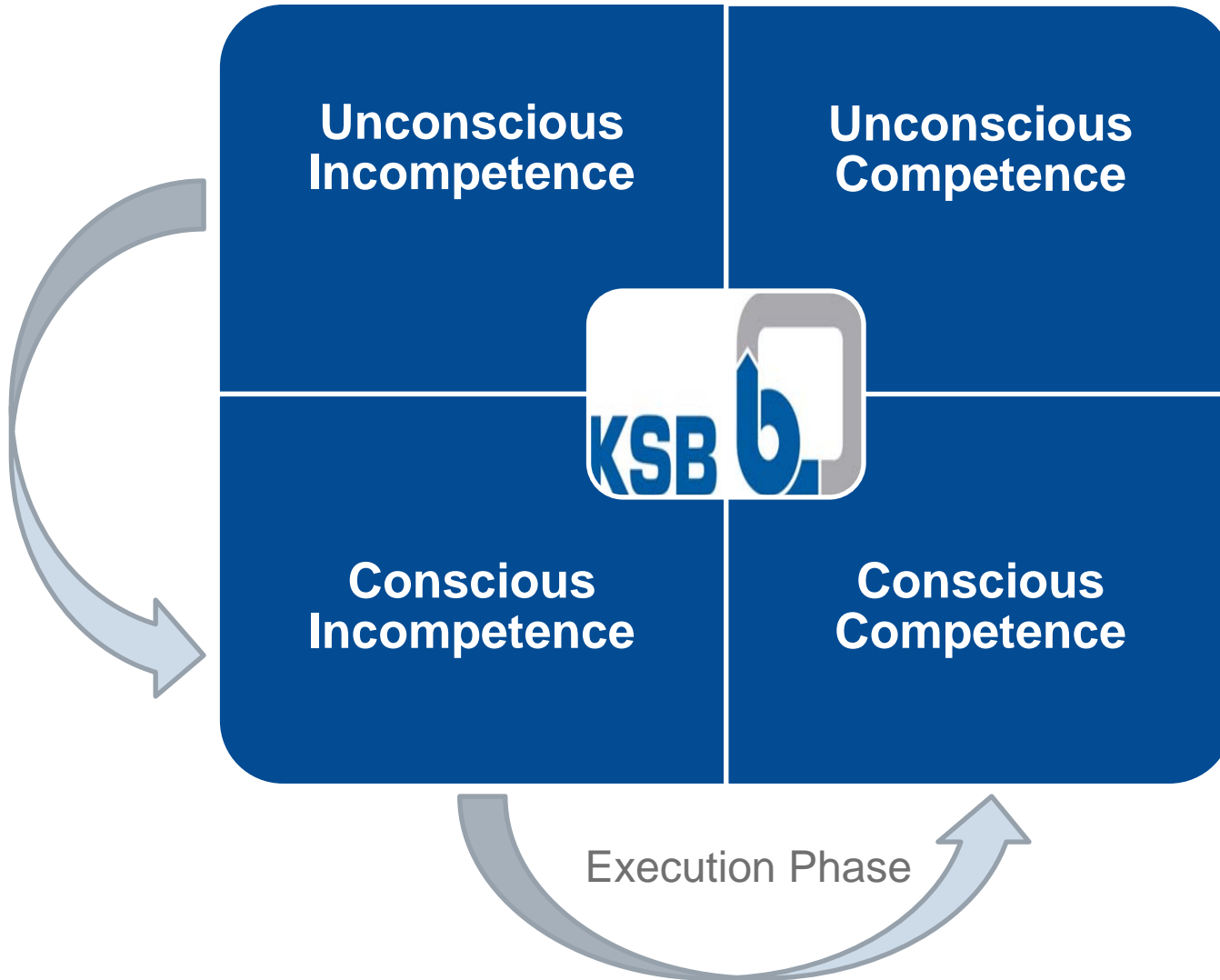
SINNER OR SAINT?

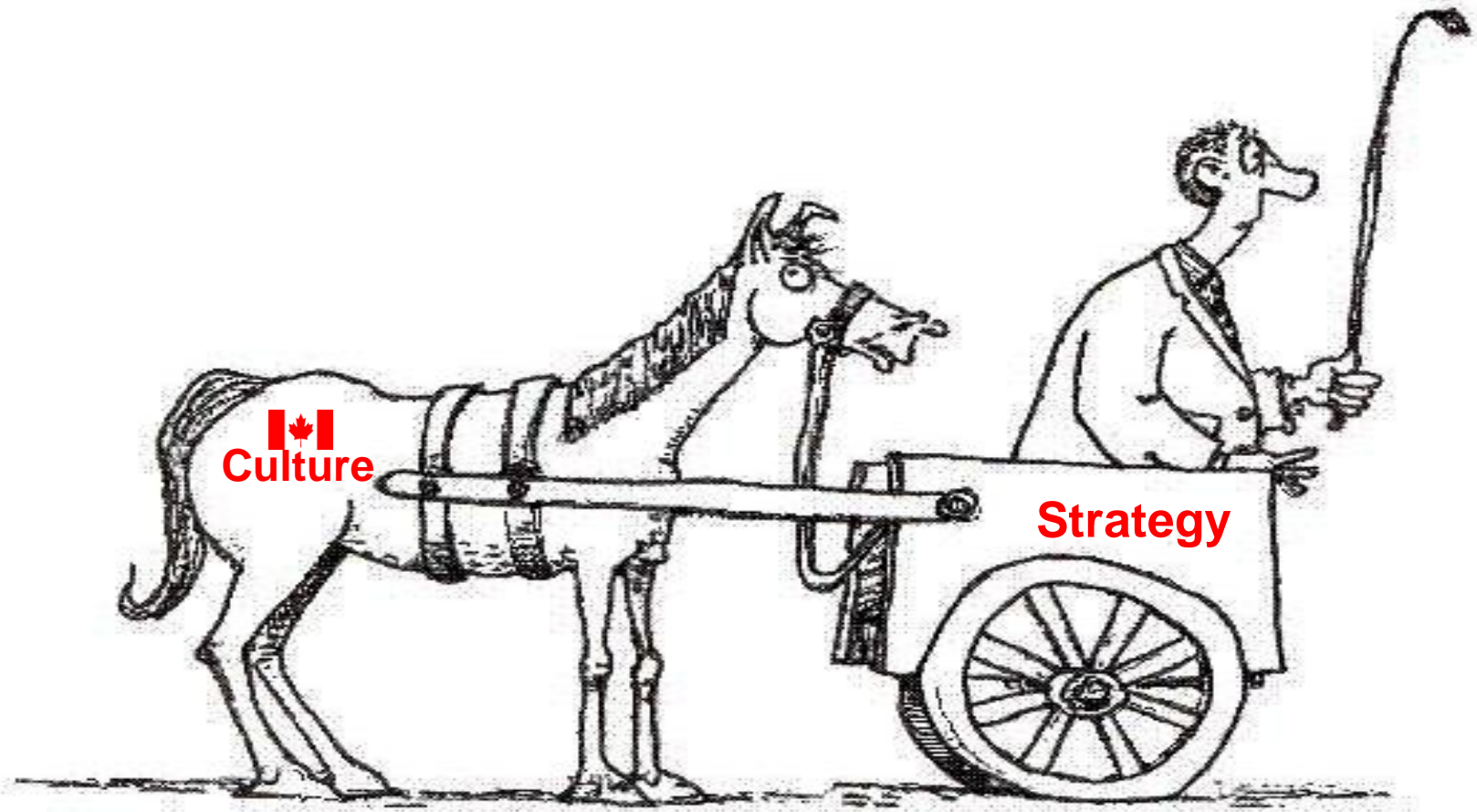
KSB Canada How We Did It

.....but don't forget the Emotional considerations in business development

- **Have a purpose**
Why do we exist?
- **Assessment**
Identify company strengths
- **Development**
Fit for Purpose Applications
- **Execution**
Organized sales infrastructure

Development
Phase





Thank you -
any questions?

