



***UnSelling* in 2018**

**Are You
Having
The Right
Collaborative
Conversation?**

What Changed?

Disruption/Pace of Change=No Clear Path Forward



"It's not that *sales* is different, it's the *world* that's different."

CEB –The Challenger Sale

1 Trillion objects
expected to connect to the internet by 2025



This is Not ORDINARY DISRUPTION
Acceleration of Technology

Customers Expectations Have Changed



"The Attention Economy"

More Accessibility to Knowledge

Disruption in Flow of Information

Push Marketing/Sales

Pull Marketing/Sales

THEN

**Authoritative
Persuasive
Methodology
Consultative
History
Traditional
Media
Tell
Supply
Many**

NOW

**Authenticity
Peers/Testimony
Consulting
Story
Challenger
Future
Online
Ask
Demand
One-One**



Customization & Personalization

A close-up photograph of a computer keyboard. The central focus is an orange key with the word 'Customize' printed in white, sans-serif capital letters. Surrounding this key are several standard black keys, including one with a question mark and 'Shift' keys, which are slightly out of focus. The lighting is soft, highlighting the texture of the keys.

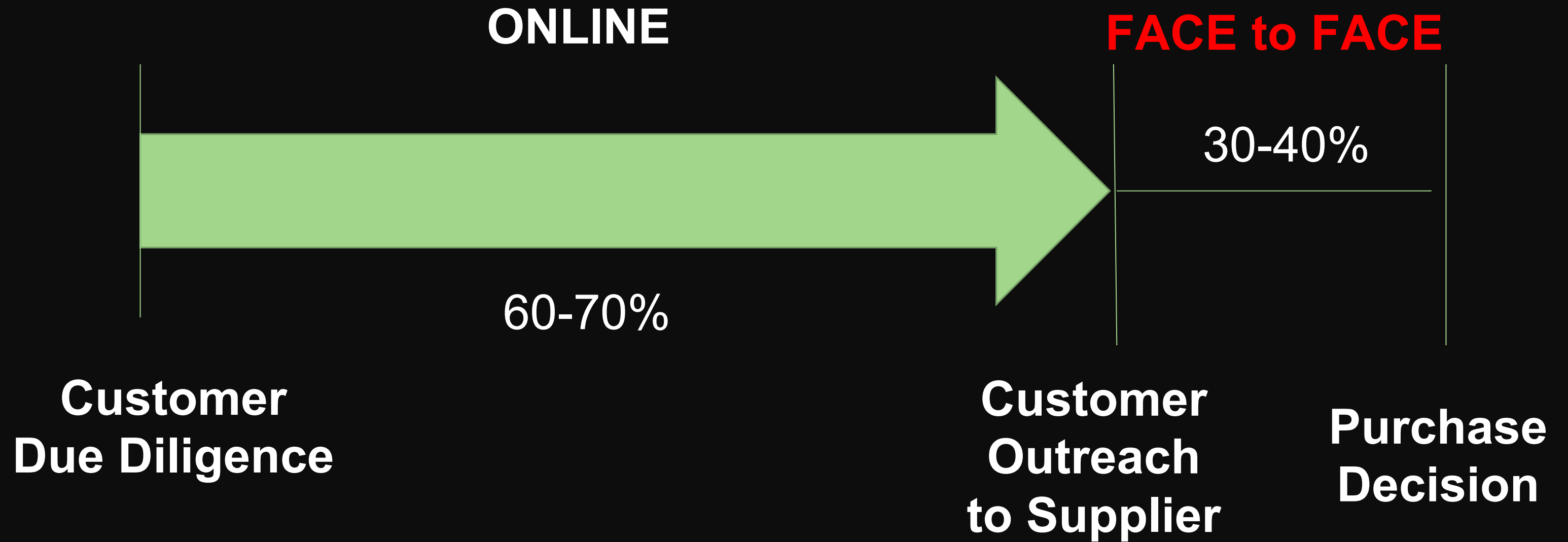
1 to 1 Marketing

Millennial Generation



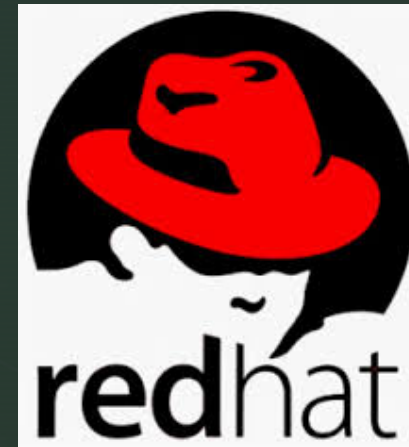
Generation Z and Generation Alpha

Purchase Timeline



Who's Winning and Why?

Network Orchestrators



New Operating Model

What is a Network Orchestrator?

These companies create a network of peers in which the **participants interact and share in the value creation**. They may sell products or services, build relationships, share advice, give reviews, collaborate, co-create & more.

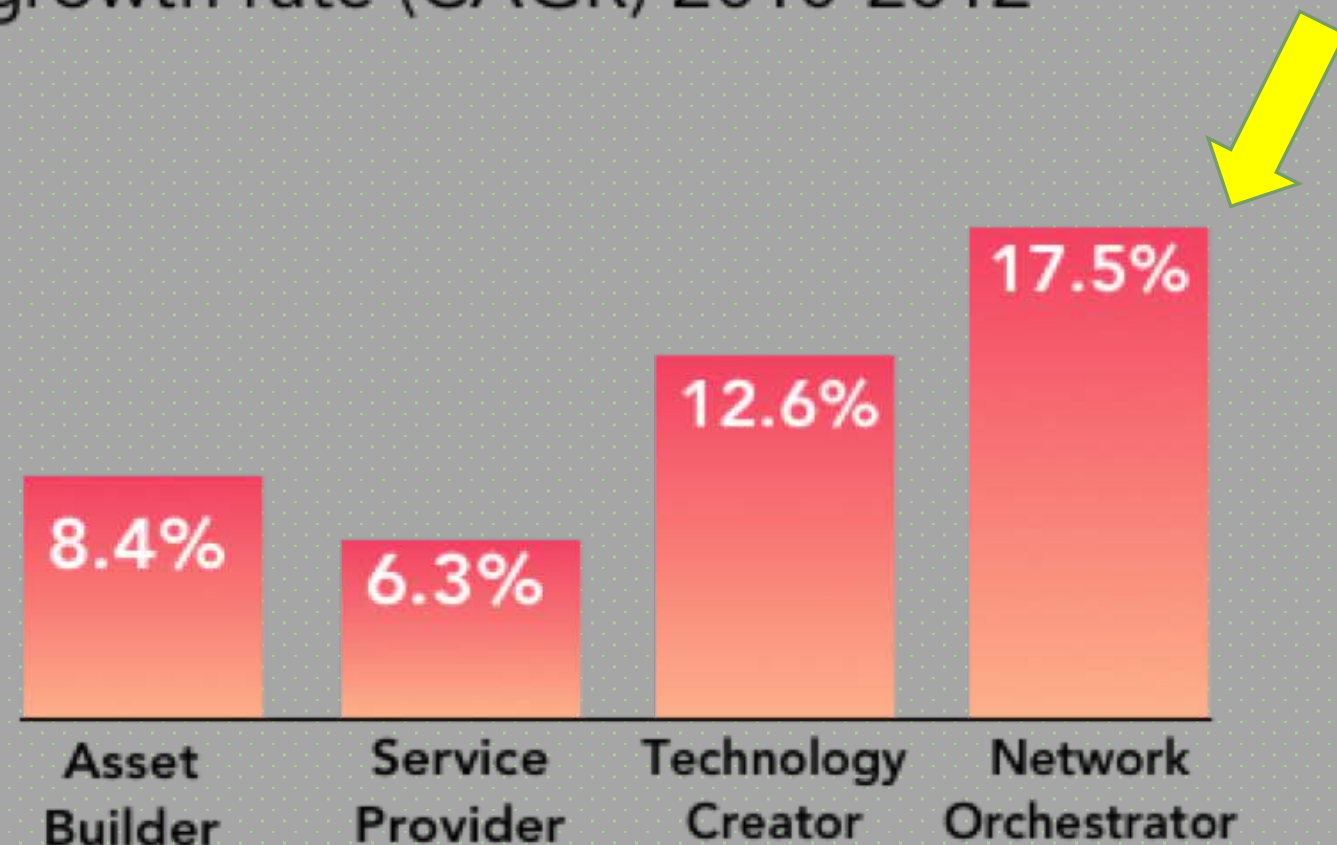


What Makes Them Winners?

Network Orchestrators Outperform

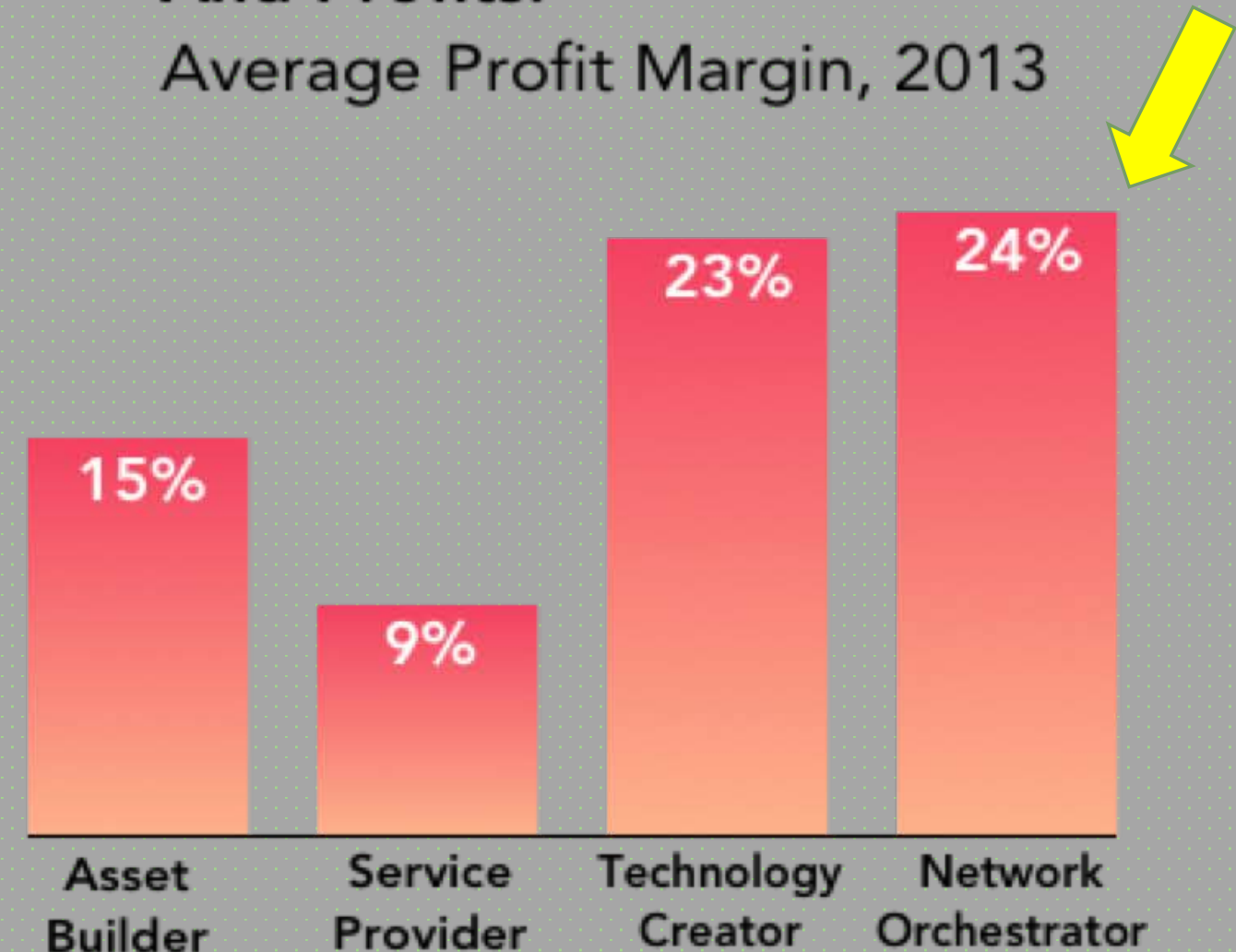
On Revenue:

Average revenue compound annual growth rate (CAGR) 2010-2012



And Profits:

Average Profit Margin, 2013



Engagement and Collaboration

Source Barry Libert, Jerry Wind, and Megan Beck Fenley

HBR.org

Co-Creation Crowdsourcing

**“Why Companies
Are Hiring
Their Customers As
Designers”**



<https://www.forbes.com/sites/mitsubishiheavyindustries/2017/11/16/why-companies-are-hiring-their-customers-as-designers/#37159ee62dbe>

**People don't buy
what you do,**

**THEY BUY
WHY
YOU DO IT**

— Simon Sinek —

What are the **top two**
conversations in
business right now?

Join The Conversation

BIG CONVERSATION #1

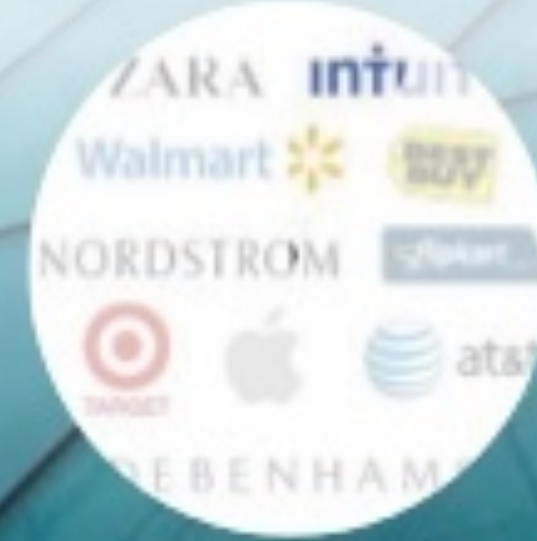
How Important is Customer Experience?



Consumers

In 2013 **66%**

Switched brands due to poor customer experience*



Companies

In 2016 **89%**

Of companies will compete based on customer experience (up from 36% in 2012)**



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*Accenture 2013 Global Consumer Pulse Survey (13,988 consumers in 33 countries)

**Gartner Survey Finds Importance of Customer Experience is on the Rise, Marketing is on the Hook, Jack Sanford, Laura McLothan, Sep 2014

BIG CONVERSATION #2



Digital Transformation #1 For CEO and CIO

How Do I Stop the “Push” and Have a Collaborative Conversation?

INSIGHT

Real. Relevant. Resonates

Its not enough to be an expert on your own company; you need to
be an expert on your customer

ALIGN to the *Their* **Business Strategy**



CX Relational Consultant vs. Transactional Seller

Next Steps

Map Your Customers' Journey

Are You Tracking Your Buyers' Journey or *Your* Sales Journey?

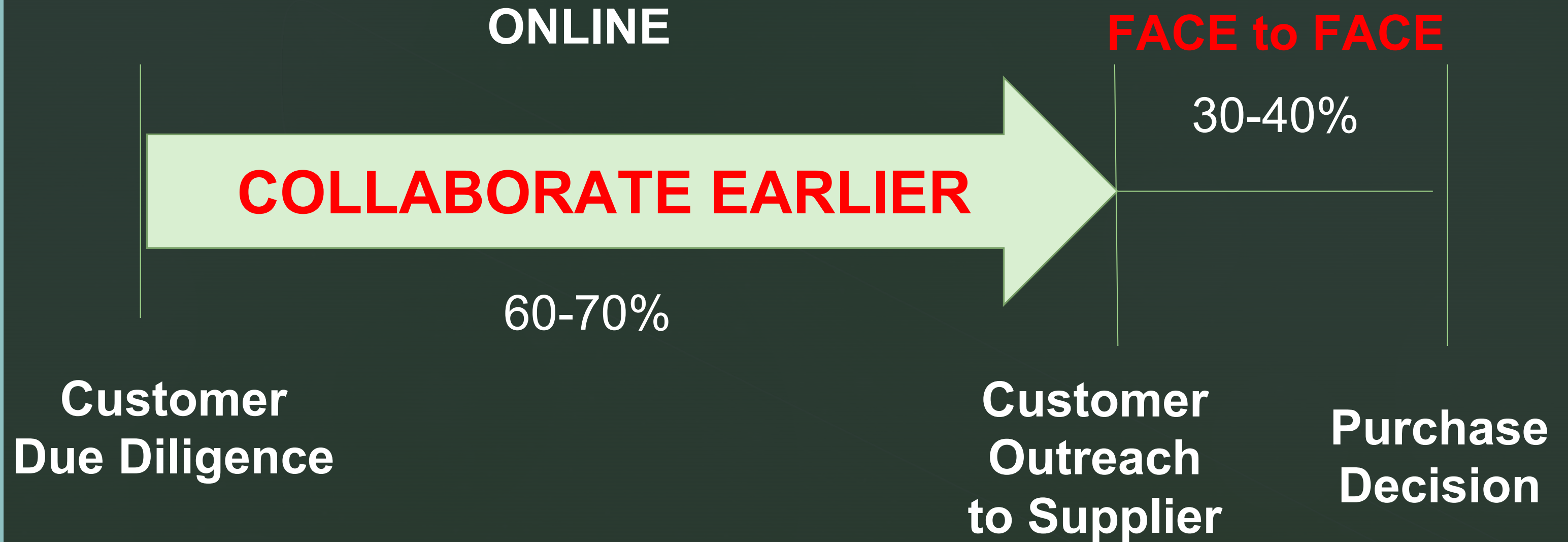
Develop Customer Insights

**Become a Network Orchestrator:
Collaborate and Co-Create**

How can you win on Customer Experience?

Review Your Sales Process and identify Gaps

Purchase Timeline



CEB Insights

Collaborate: Develop the Right Conversations



WHAT
is Your/THEIR
Conversation?



WHERE
is Your
Customer/
Conversation?



WHY
Should Your
Customer
Engage
With You?



HOW
Do Customers
Find You?

Develop or Enhance Skills:

EQ

IQ



Revolutionize Your B2B Strategy and Talent

Empathy, Curiosity, Listening, Challenger, Problem Solver, Storytelling, Collaboration, Research, Flexibility, Ideation, Diagonal Thinking/Non-linear, Strategic Thinking, Open Minded, Open Ended Questions



The Right Conversation for the Future, not the Past



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