

MONDAY MORNING KEYNOTE SESSION

Can I Have Your Attention? Reach the Distracted Customer.

Speaker: Curt Steinhorst

- Reinforced we must, as salespeople, work to understand the customer and why they want what they want; and create value in new ways
- Young generation values time savings differently
- Space and time matter
- Send information just before needed
- Agree that speaker is right, but looking for more answers
- We need to take breaks to be more successful
- We need to reassess our relationships across the spectrum
- Excellent presentation. Curt's perspective on respecting the customer's time and space was invaluable and we all agreed that more focus should be spent understanding each other's needs for space and time
- Great speaker
- Lots of brain food
- Lots of ground to cover and come away with a "solution"
- Brought every day and gave every day solutions
- Not only focus on the customer, but more on what we need to do
- Enlightening – good insight on taking breaks
- Very relevant
- Very interesting, thought-provoking, table enjoyed very much!
- Expecting more application than theory; how to deal with it
- Distractions promote focus bring back naps
- Salespeople need to be the filter for all information coming in
- Made us think about behavior, and how to engage with other generations
- Plan times to be available
- Practice restoration therapy
- Use social media to learn about key clients
- Create profiles to cater new channels that customers are in
- Tons of data points, need more in-depth information on this subject – possible breakout session for next year
- Space: entering into the customer space requires aligning with what matters to them. Bringing your work into their space without demanding it.
- Time: time of day – requesting the time of day that meets the customer's needs...not ours
- People: aligning with customers so they feel you are one of them, part of the tribe
- Great examples of customer interaction
- Know your customer and value their time
- Take time to be efficient with time
- Saving your customers time, not stealing their time
- Enter into the customer's space, without demanding it
- Bring thoughtful content to the conversation
- Focus on thing that matter
- Be smart and filter content
- Smile; positive attitude
- Confidence in product
- Our customers are distracted, per 92% of attendees who responded to survey
- We receive 200 emails per day, and answer only two calls per day
- We pay attention to what we think matters

- Three factors influence our attention: space, time, people
- Only 7% of people say they do their best work at the office
- When we manage too many things, efficiency goes down
- We have to find time to be reliably unavailable
- Save time, don't take time
- Fastest response is not always the best response; ask when do they need their response
- The idea about getting control of the space
- Good speaker, interesting, entertaining
- Not a lot to take away
- Helpful information for internal team interaction
- Really had to dig to gain practical takeaways
- Focus overload
- Difficult to focus during a presentation to help focus
- Attention is so complex that the presenter even had an issues getting through his material on time
- Good energy, compelling, timely topics, excellent connection with audience
- Infinite options – data overload
- More table exercises
- More direct actions to our industry
- Learning about client through social media
- Connection is important
- Mirror neurons – becoming like each other
- Create the circumstances that brings the customer value
- Engage with customers when they need a break, e.g. after lunch, late afternoon
- Generational detail was great
- When would you like this information – new way to present and provide
- Value proposition of sales highest and has even been due to mass confusion that exists today
- Moving location, walks through nature can improve attention capacity
- Entering space can create distrust
- Need to enter space without demanding it
- Need to take breaks to maintain focus
- Mid-afternoon is the best time to make calls
- Time your data to when customers need it
- Need to be part of the same tribe
- Engaging, practical, timely – great speaker
- Percentages where digital information share was interesting
- Great exercises and relevant
- Views from generation to generation regarding time was extremely interesting
- Thought-provoking in multiple facets of life, work and personal
- If you don't know your past, you won't know your future
- We live in a distracted era with new and unique challenges
- Attention is what matters (space, time, people), problem is that technology eliminates these boundaries
- Space tells us what matters – creates boundaries
- Time is acceleration; work volume is going up, while efficiency goes down when multi-tasking
- People shape what we pay attention to – we have never been more connected
- People who you give attention to, you become more like them
- Need to figure out how to apply
- Takeaways – short attention space society; saving their time is using their time

- Too many items on daily agenda
- Not prioritizing time correctly
- Cross-generations – all generations have attention deficit issues
- There is not enough time; too many tasks; multi-tasking is a fallacy
- We are overwhelmed by data and distractions and it is a challenge to manage it effectively
- Need to focus on how to take the time to manage what is important
- Making yourself important to your target will result in them paying more attention to you
- Finding coming ground with your audience
- Tribe business associates will result in more attention being paid and communication taking place
- Unplug to gain focus
- Focus on the values of the customer and what matters to them
- Don't confuse activity with work – work to differentiate
- Delegate better to better manage your time
- Learn to say no so that you can focus on what matters
- Don't hurry up and wait – target activity to the moment of need
- Don't bring in too much in short term as it will not make it long term
- People under 40 value time differently than baby boomers
- How communication options still do not seem to get through to the younger groups
- Rep: relevant for new start-ups; how to get connected
- Space – Time – People principal
- Attention restoration theory
- We like new, novel, interesting experiences
- How do we bring work into the customer's space?
- Cognitive load – short term to long term memory
- Take 5 x 5 breaks per day
- Create intentional time to be unavailable
- This is today's reality; great insight on how to connect
- Distractions are a major issue
- Be more mindful of people's time
- Young people are addicted to their phone
- It is important to teach the value of a personal relationship by face-to-face meetings not just engage through text
- Definitely not the trend towards interaction through social media
- Key point – boomers care about how much time they will take vs. younger generation cares more about how much time they will save
- Our brain is wired to decide what we are going to listen to based on what is the most important at that particular time
- Help our customers understand what really matters; what is the value proposition and how do we let the customer know what that is
- Space tells us what we are focused on
- Biggest distraction is at work and most productive at home or on airplane
- How do we create a memorable experience for the customer
- How do we reach clients in a virtual space without feeling like we are intruding
- Our clients need clarity of what is important; do not send long emails
- Vault sessions: set aside times with no distractions to re-prioritize what needs to be done
- We are all aware of the issues and distractions but how do we find solutions to resolve
- Personal contact is still most important