

***SELLING MORE BY SAYING LESS: THE
EVOLUTION OF SALES IN A CONNECTED
WORLD***



HELP ME!

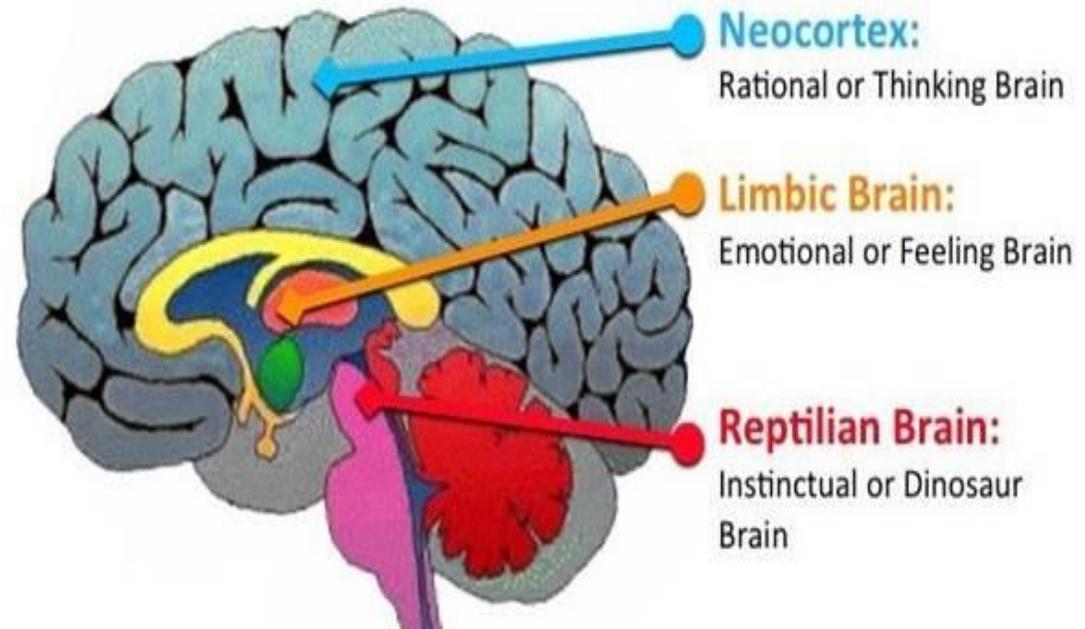


THE FIVE CORE PRINCIPLES OF CONNECTION AND HOW THEY IMPACT YOUR BOTTOM LINE

- Psychological
- Behavioral
- Emotional
- Instinctual
- Generational

IS YOUR MESSAGE BEING RECEIVED?

1. First, the reptilian part of the brain is responsible for the “fight or flight” response.
2. Second is the limbic system which handles emotional aspects of our lives and processes those complex highs and lows.
3. Finally, there is the neocortex which covers the “big thinking” you do in the midst of life’s daily grind.



WHAT WAS YOUR NAME AGAIN?



WHY EMOTIONAL CONNECTION MATTERS IN B2B SALES



- Buy more from you
- Visit your website more often
- Care less about price
- Pay more attention to your communication
- Follow your advice
- Recommend you to others

CATEGORIES IN B2B DECISION MAKING

Ease of Doing Business

- Productivity Improvements
- Operational Efficiency
- Energy & Monetary Savings

Individual Value

- Reputational Assurance
- Growth and Development
- Reduced Anxiety



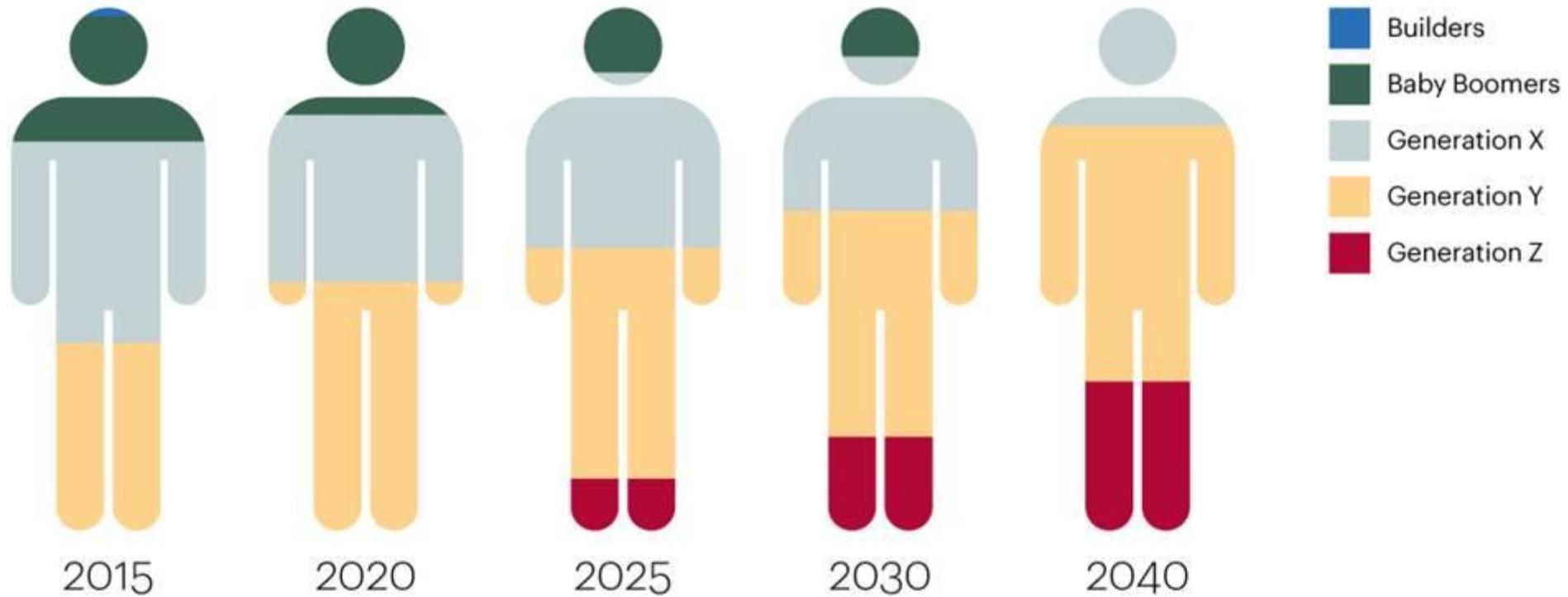
THE ILLUSION OF CONTROL

“The Illusion of Control has a psychological effect because taking some action leads people to feel a sense of control over a situation, and that feels good.”



HERE THEY COME? NO ... HERE THEY ARE

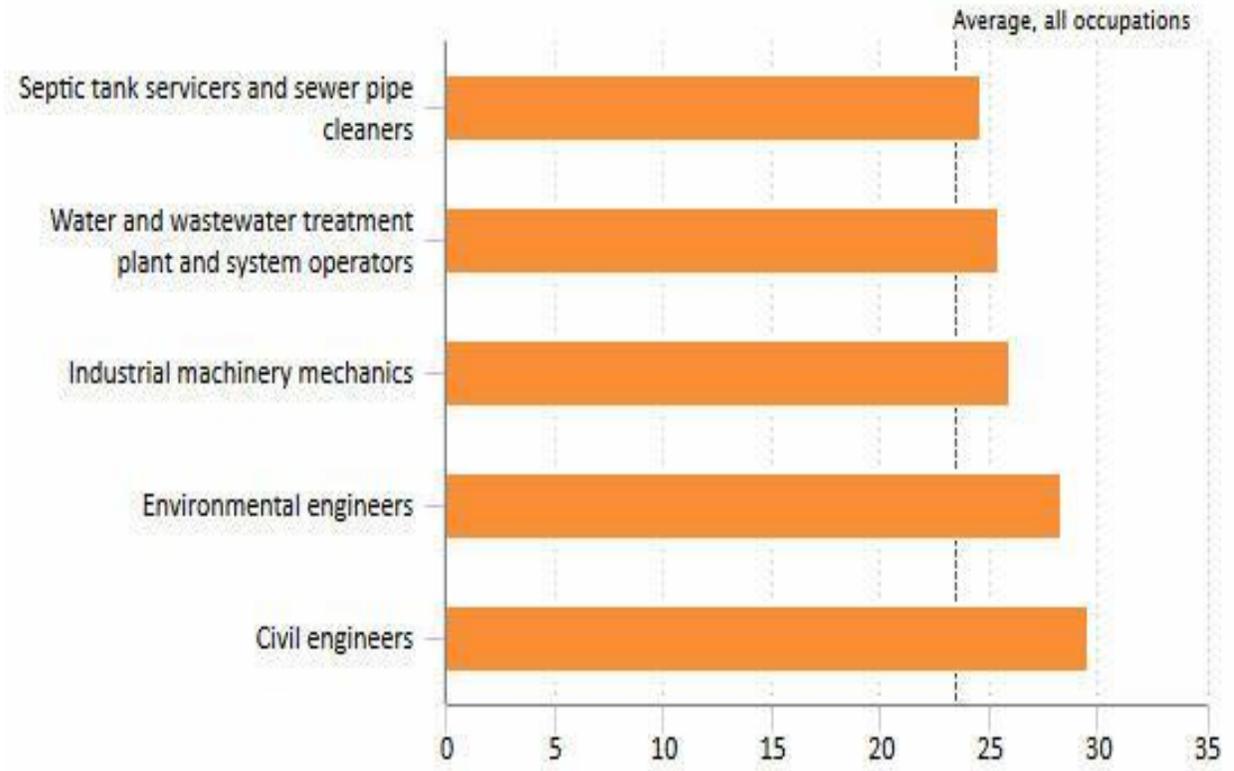
Millennials will comprise the majority of the workforce by 2025



Source: U.S. Census Bureau

HOW THIS RELATES TO US

- The U.S. Bureau of Labor Statistics (BLS) predicts water/wastewater treatment plant operators leaving at a rate above 25 percent through 2024
- Environmental/civil engineers' exodus nearing 30 percent through 2024
- These job openings from attrition are "in addition to opportunities arising from growth," BLS notes



ACCORDING TO THE BLS THERE ARE APPROXIMATELY 98,000 WORKERS IN THE WASTEWATER INDUSTRY AND THE MEDIAN AGE IS 46

67% of them are Gen X or Millennials

33% of them are Baby Boomers



THE PRODUCT OF A BROKEN SYSTEM



NOT MY JOB & JUST DOING WHAT I'M TOLD

Someone actually made this sign



What happens when no one cares

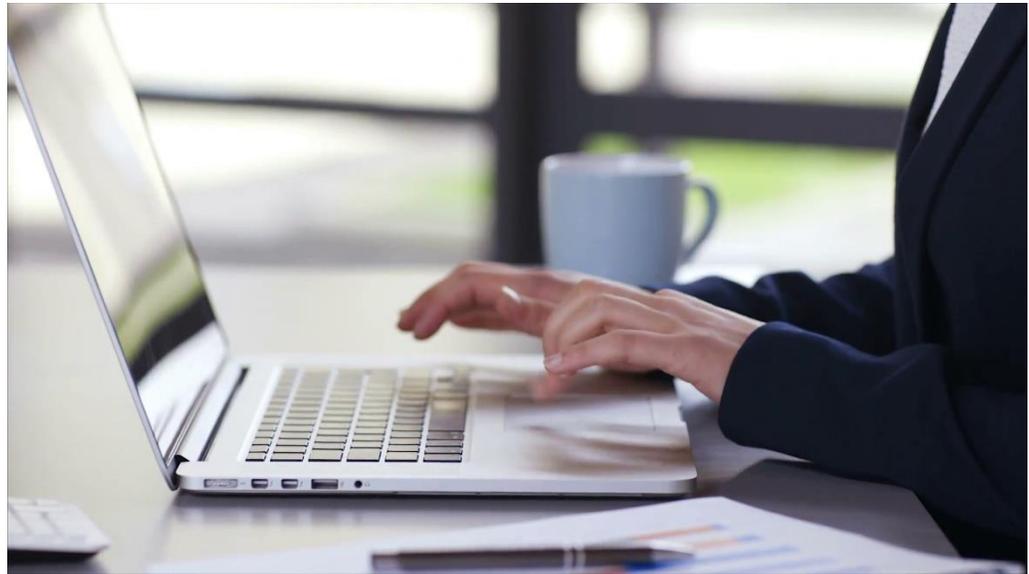


THE WORLD CHANGED

Then



Now



OK ... So NOW WHAT?



Follow Your Buyer

The *Follow Your Buyer* model has been shaped by our experiences and rests on 4 dependent principles that have been validated by research performed by some of business's most respected thought leaders

1. *"Customer Intimacy" remains one of only a few methods of establishing real market dominance*

2. *As B2B Buying becomes increasingly complex, helping by sharing commercial insight creates new company buyers' journeys and builds trust overtime.*

3. *Consistent disciplined people, disciplined thought and disciplined action over time is required to build extraordinary results.*

4. *Analyzing behavioral data is an effective way to understand customer needs and improve.*



Jim Collins

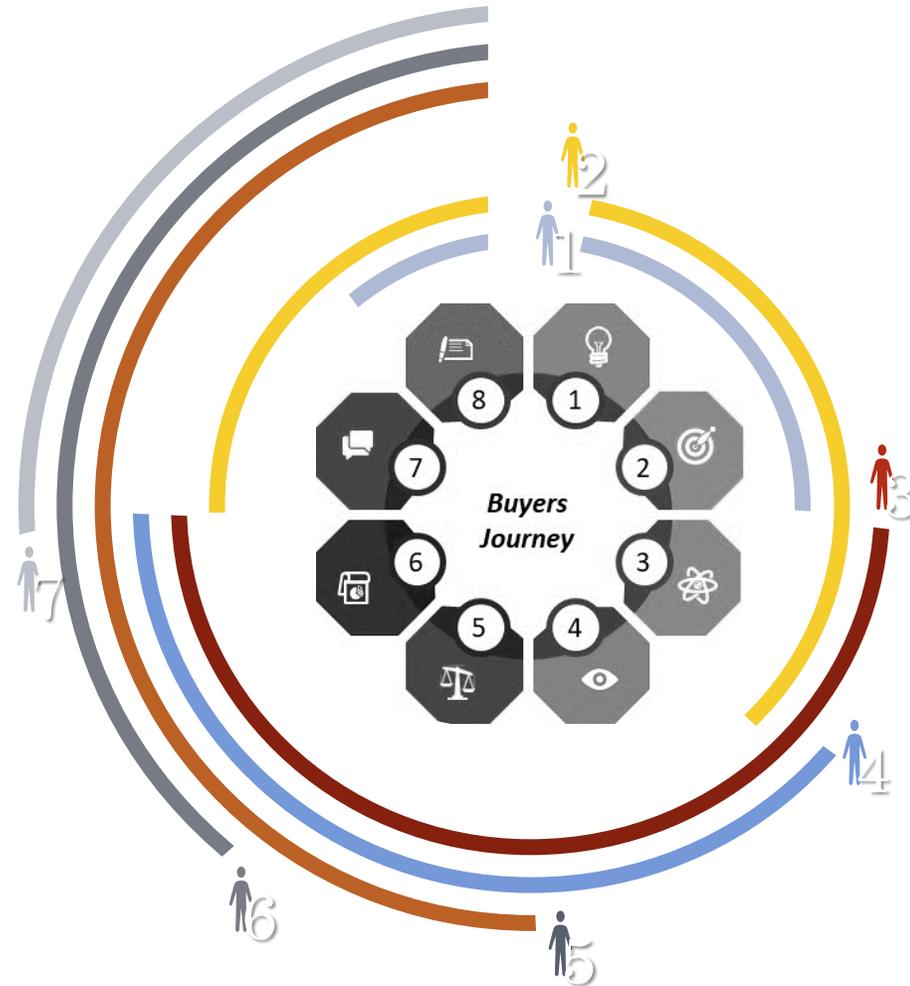


McKinsey & Company



B2B Buyer's Journey

Who gets involved in which buying steps?



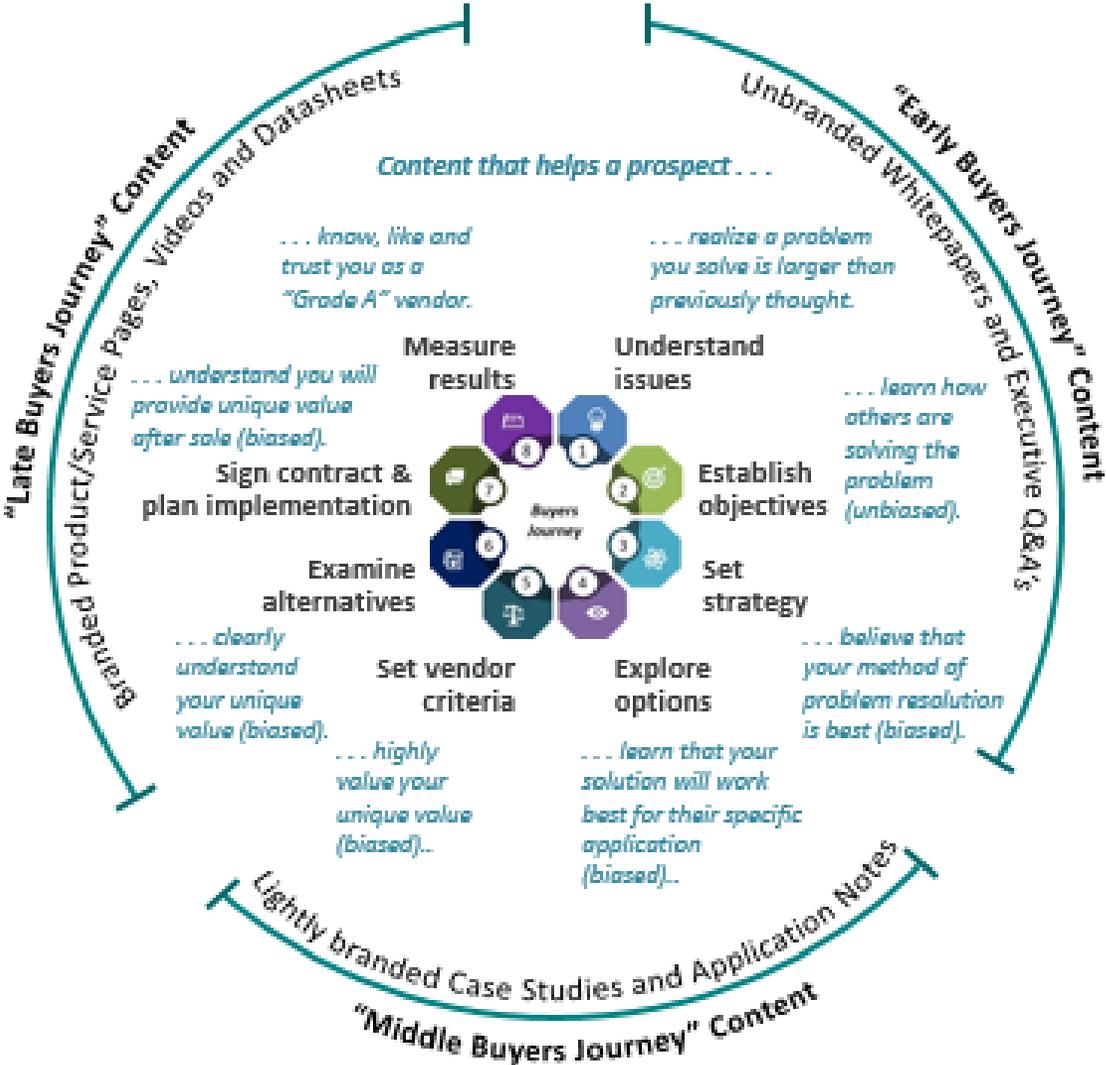
6.8 people, on average,
get formally involved in an
average B2B purchase

The Challenger Customer

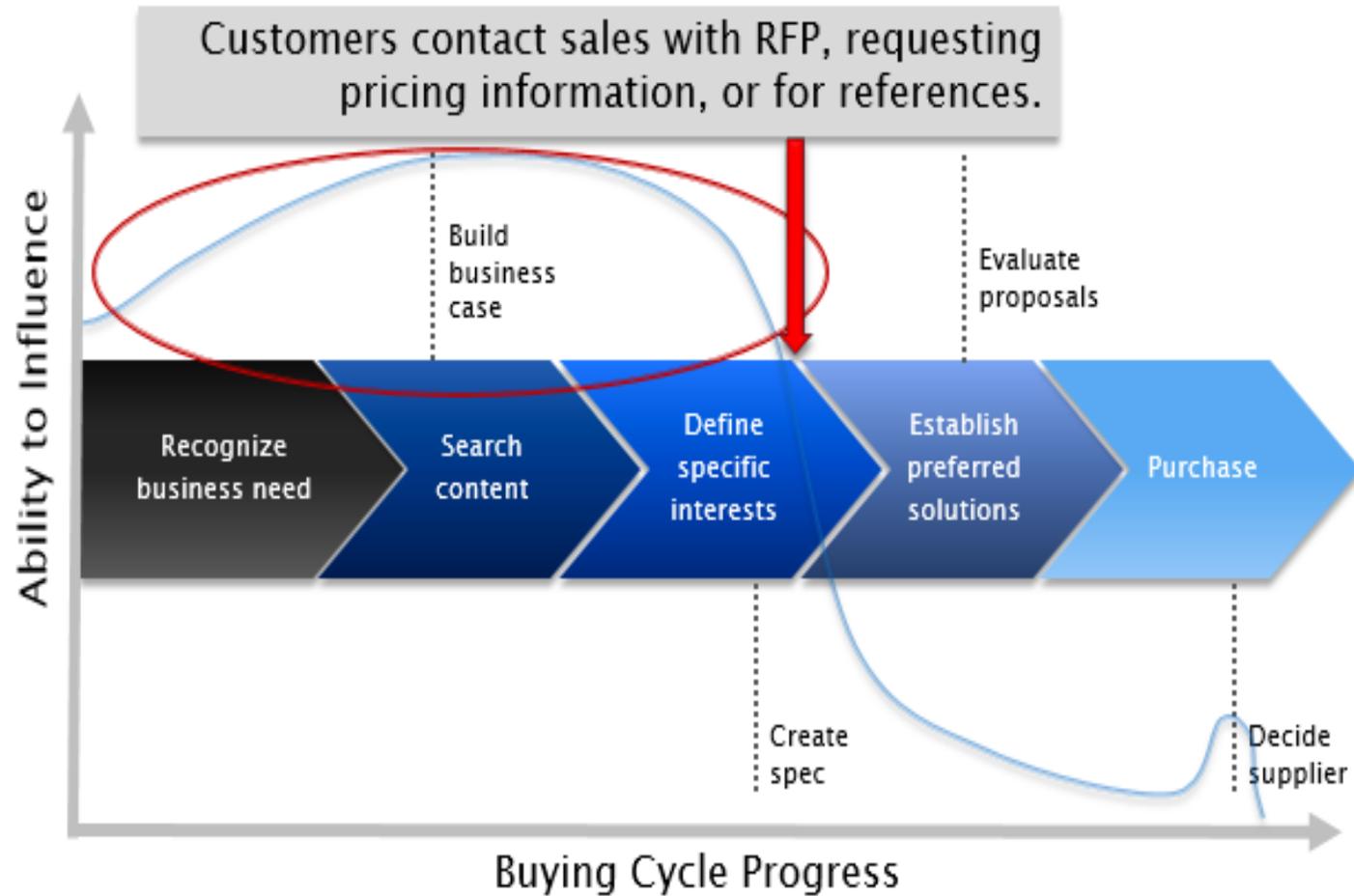


B2B Buyer's Journey

What type of content is needed to effectively influence each DM when they need to be influenced to buy your products?

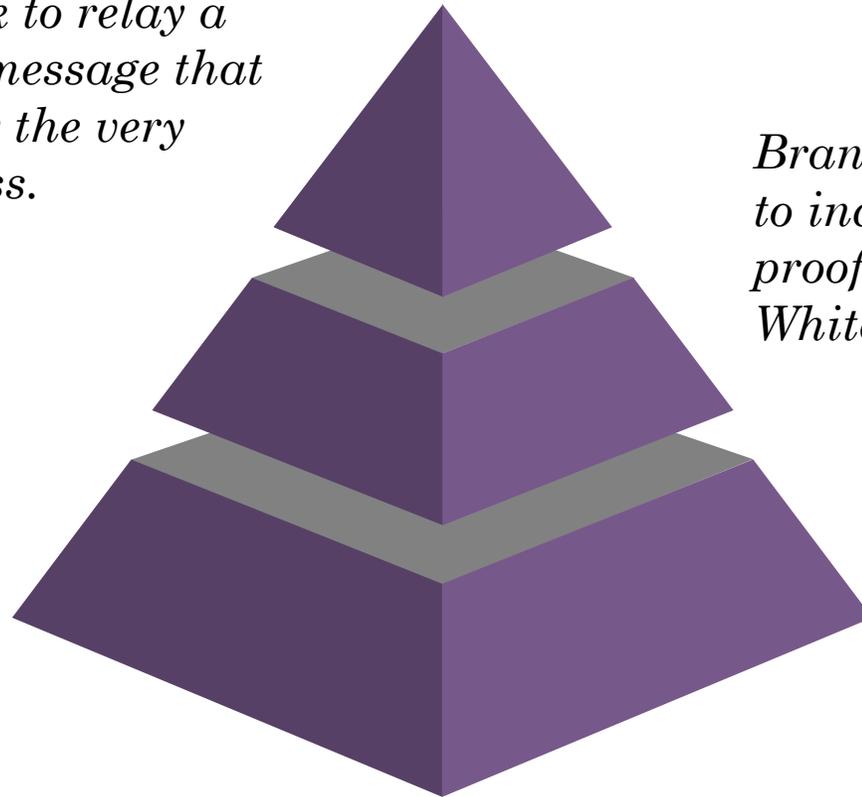


THE BUYER'S JOURNEY



TYPES OF CONTENT PYRAMID

Product Centric Assets (PCA) are all about your solution and look to relay a “Look at how great we are” message that is historically best suited for the very end of the purchasing process.

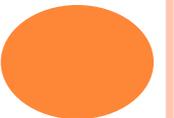


Brand Awareness Content (BAC) begins to incorporate brand awareness and proof of concept. Case Studies and White Papers are examples.

Commercial Insight Content (CIC) seeks to redefine your prospect’s purchase criteria in favor of your solution by providing compelling insights with real commercial value.

WATER ONLINE CONTENT COMPARISON- MAKING A CONNECTION

- Consumer Insight Content was 3x more effective in generating MQL's than Brand Awareness Content and 5x more effective than Product Centric Tactics
- Consumer Insight Content was 2.5x more effective in generating MQL's from NEW prospects than Brand Awareness Content and 6x more effective than Product Centric Tactics
- Consumer Insight Content was 5x more likely to be shared than Brand Awareness Content and 12x more effective than Product Centric Tactics



TIPS FOR MOVING FORWARD

1. Connection. Connection. Connection.
2. Embracing The Illusion of control is the single greatest mistake a leader can make so LET IT GO!
3. The generations you now sell to are different than what they were 10-20-30 years ago. Speak their language.
4. Without supporting outreach that centers on Context and a Shared Understanding, you are putting your sales and marketing teams at a distinct disadvantage.
5. Switch the pyramid scheme to your favor. Create content that your customer and prospects will actually value. When that happens you create context and shared understanding. That leads to sales.

