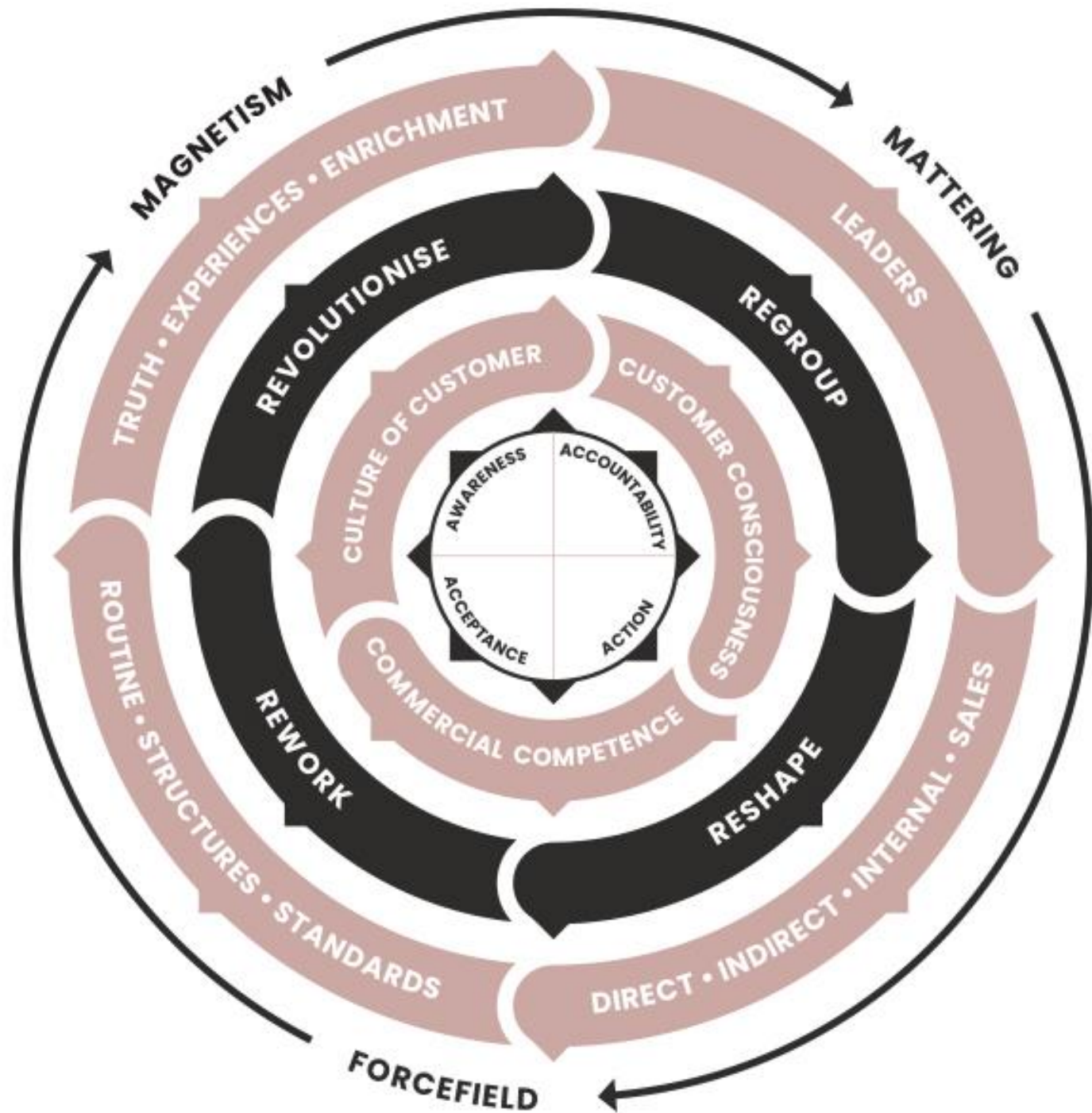


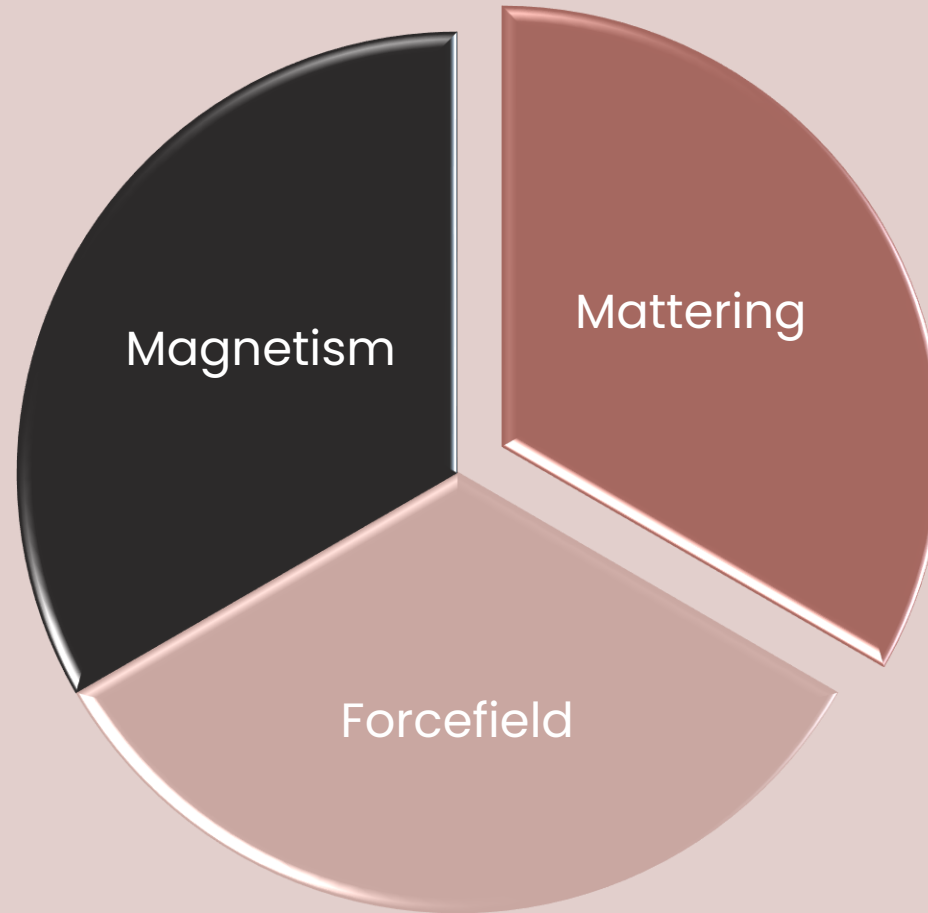
It's Time for a Sales *Revolution*



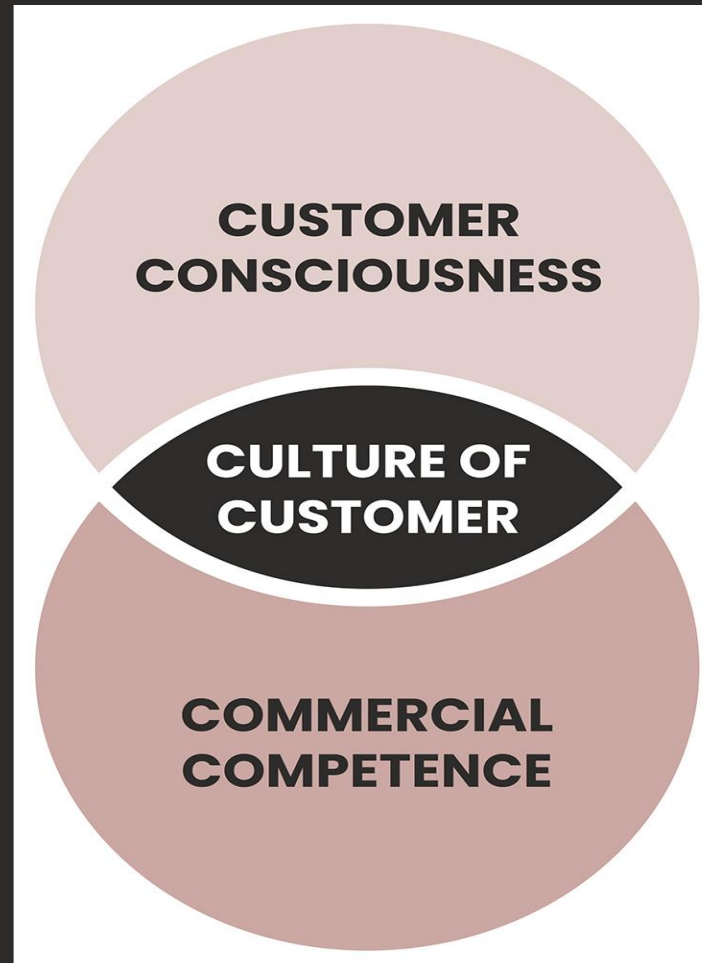
Revolution ...

NOT
Evolution

We Need Magnetic Organisations



A Culture of Customer





Building our Customer Consciousness

What is a customer?

Anyone with whom there is
an **exchange** of measurable
value



Activity: Interview the person next to you

Ask your partner how confident they are that...		NC= NOT CONFIDENT SC= SOMEWHAT CONFIDENT VC= VERY CONFIDENT
They have at least one customer: external or internal		
They know because they've asked each customer what they deliver to them that is most valuable to them		
They've asked each customer less than 3 months ago		
They've only ever thought of customers as those who pay the company money in exchange for the goods and services it provides them		
The sales team is responsible for the customer relationship alone		
When non-sales customer facing or speaking teams create poor experiences with paying customers, they're not responsible at all for that customer deciding not to renew a contract, spend more, buy more frequently or recommend your company to others		
When an internal service provider behaves like an "order taker" – simply doing what is asked of them regardless of lasting impact, it costs the business and impacts the bottom line		
They understand their contribution to delivering the paying customer value: either directly or indirectly as a result of their role		
They understand the measurable value they bring to the organization and each internal customer as a result of doing their role well		



Building Commercial Competence

The key to unlocking hidden measurable value

Value Equation

VALUE = BENEFITS – COSTS

(V = B – C)

VALUE	=	BENEFITS	—	COST
FINANCIAL VALUE	=	FINANCIAL BENEFITS	—	FINANCIAL COSTS
(\$)		<ul style="list-style-type: none"> Revenue/sales ROI/ROE/ROC Improved Margin Profit Income 		<ul style="list-style-type: none"> Delivery costs Manufacturing costs Marketing costs Tariffs
FUNCTIONAL VALUE	=	FUNCTIONAL BENEFITS	—	FUNCTIONAL COSTS
<ul style="list-style-type: none"> Ease Effort Time 		<ul style="list-style-type: none"> Saves time/fast turnaround time Minimal steps to sign up One point of contact Better reporting Makes my job easier 		<ul style="list-style-type: none"> Difficult processes Time consuming Hard to work with Multiple points of contact
EMOTIONAL VALUE	=	EMOTIONAL BENEFITS	—	EMOTIONAL COSTS
<ul style="list-style-type: none"> Trust Loyalty 		<ul style="list-style-type: none"> Trusted advisor Reliable Honest Trusted expertise Does what they say they'll do it when they say they'll do it On time 		<ul style="list-style-type: none"> Says one thing does another Treats me like a number/order Doesn't follow through Late Rude/dismissive

\$

Benefit:
Better Income

Cost:
Membership
Fees





Benefit: Access to opportunities

Cost: Time at the conference





Benefit: Sense of Belonging

Cost: Individual differences may be a frustration

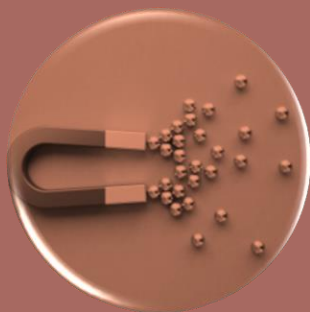




Table Activity

Capture Examples of how each person's role:

Could deliver perceived or actual <u>Financial Benefits</u> to their "customers"	Could have perceived or actual <u>Financial Costs</u> on their "customers"
Could deliver perceived or actual <u>Functional Benefits</u> to their "customers"	Could have perceived or actual <u>Functional Costs</u> on their "customers"
Could deliver perceived or actual <u>Emotional Benefits</u> to their "customers"	Could have perceived or actual <u>Emotional Costs</u> on their "customers"



Magnetism = Love x Value Delivered



What's

E *ENRICHING ENERGY*

V *VALUED*

O *OTHER FOCUSED*

L *LASTING*

EVERYTHING



Got to do with it?

Magnetic Organisations are those that:

✓ Aligned people are drawn to and love being in and around because it's enriching emotionally, financially and functionally

✓ Competitors can't replicate or catch because they are uniquely radiant in their essence

✓ Have ingrained rituals that reinforce, strengthen and grow its magnetic capabilities

Thank you

GET IN TOUCH

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