



Sales Summit

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*How the ABC Can Make Your Company Successful
and create LOL (Lots of Leads)*

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Personal Disclaimer

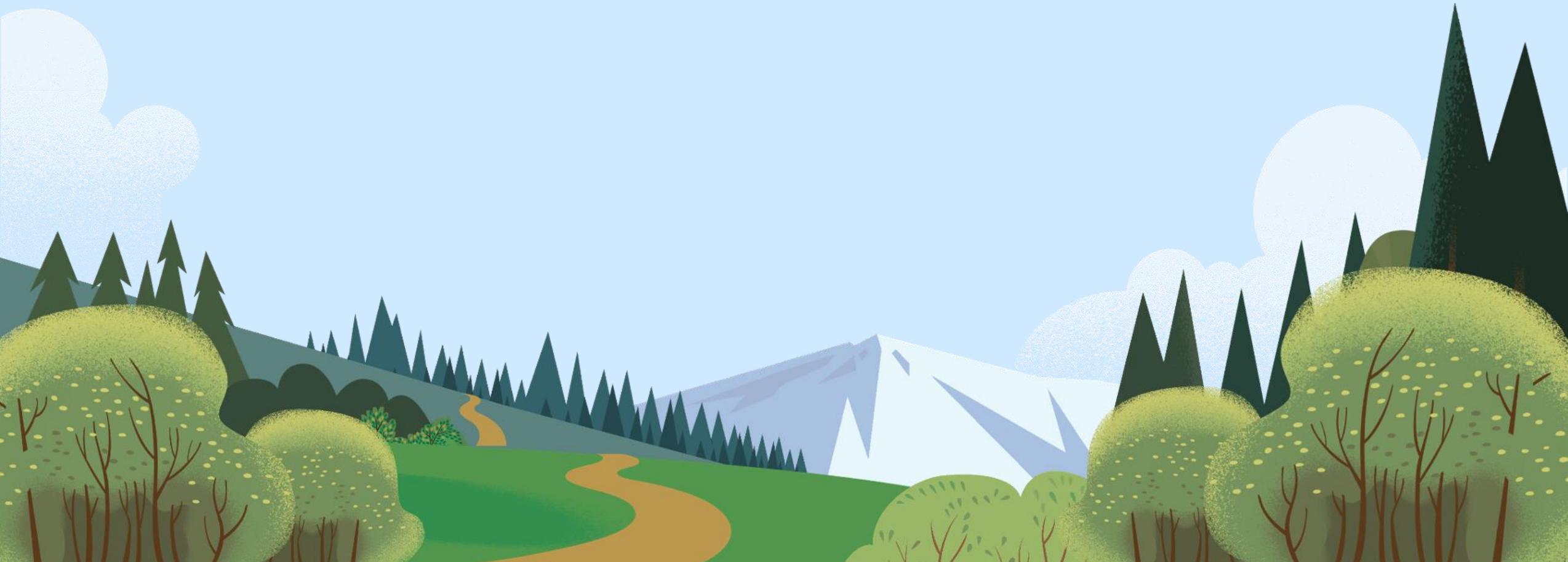




Thank you



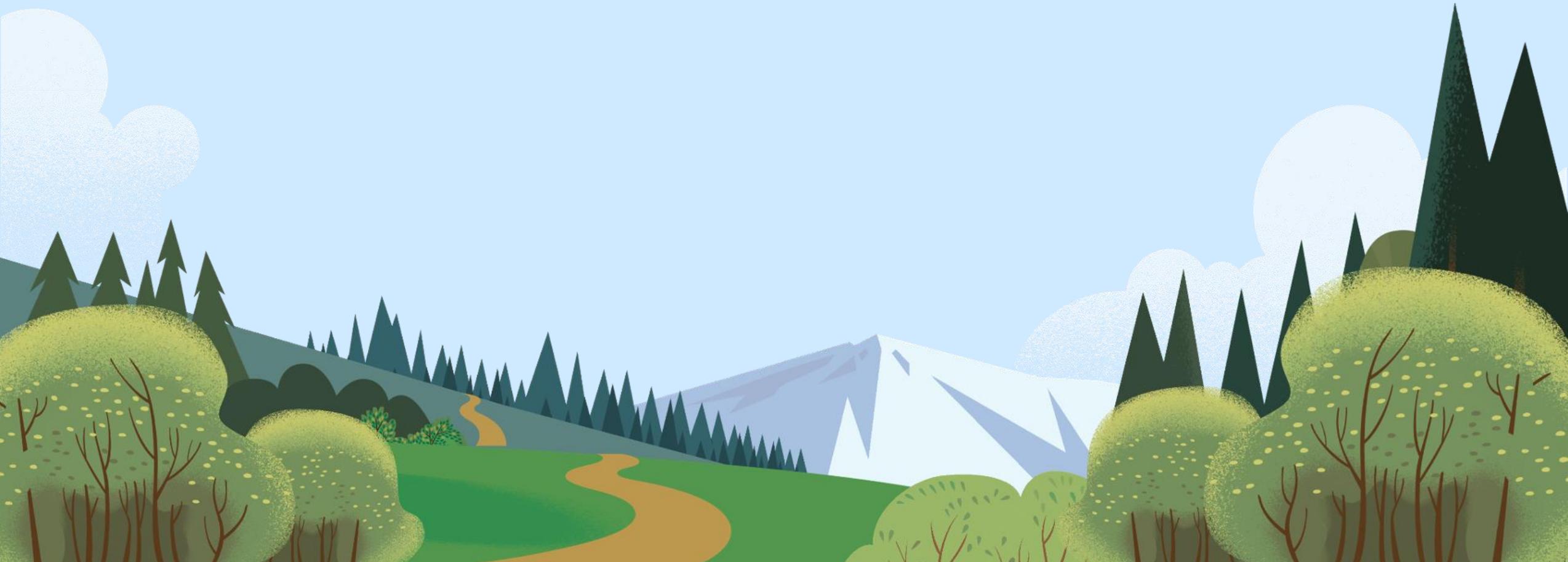
Who wants to be successful?



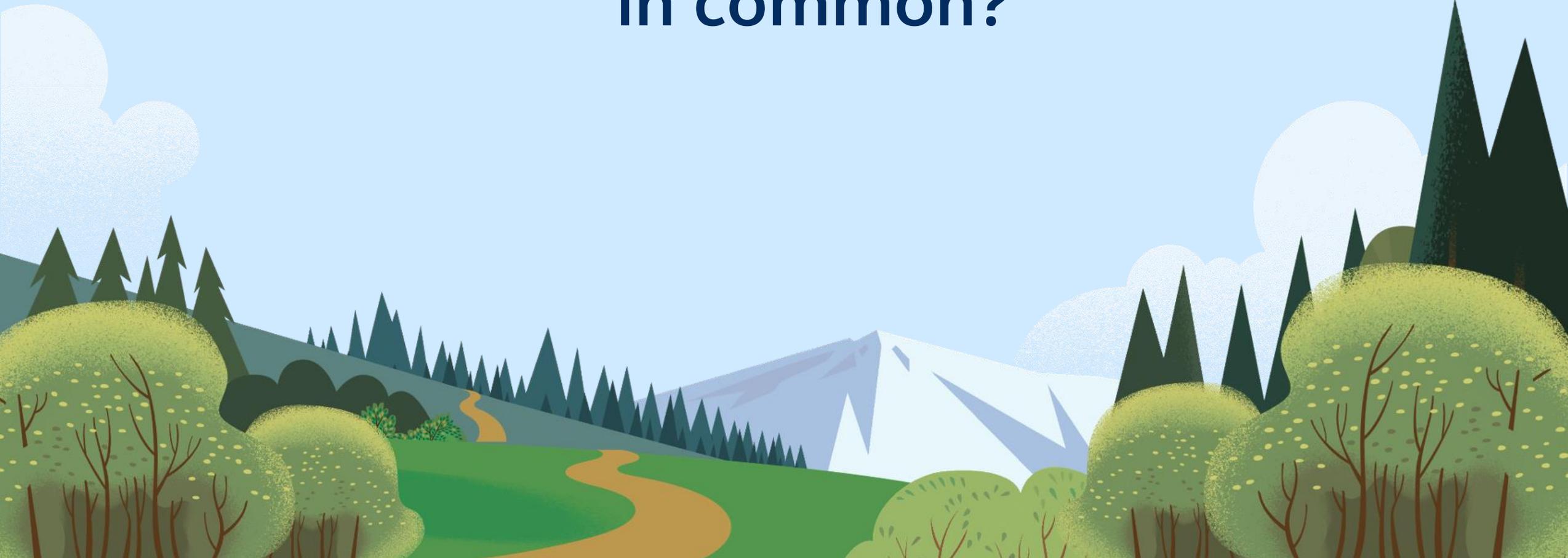
Who is successful?



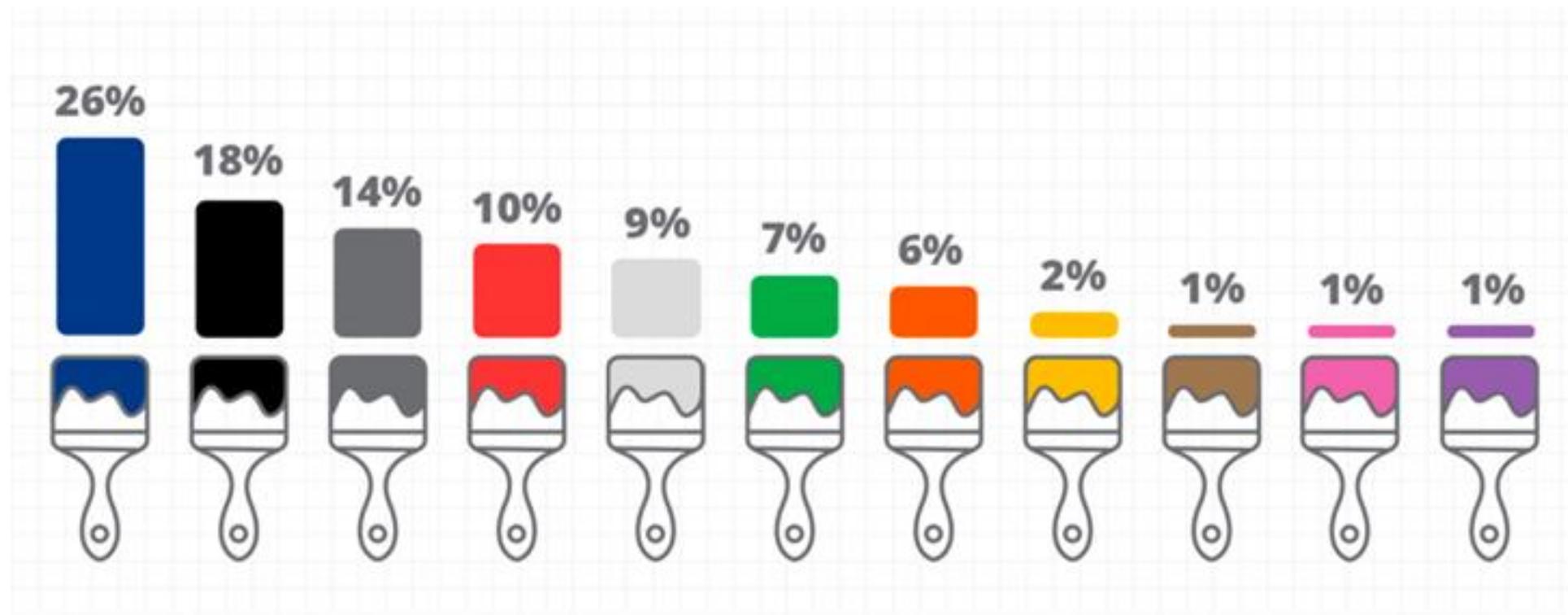
What determines success?



What do Successful Companies have in common?



Logo Colors of the Most Successful Companies



Successful Companies have 7 Characteristics in common



The ABC of Successful Companies

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Adaptability

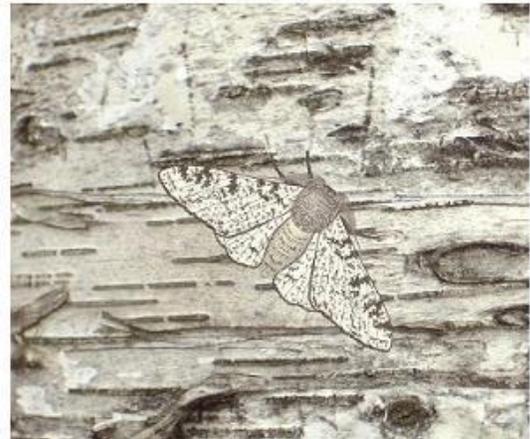
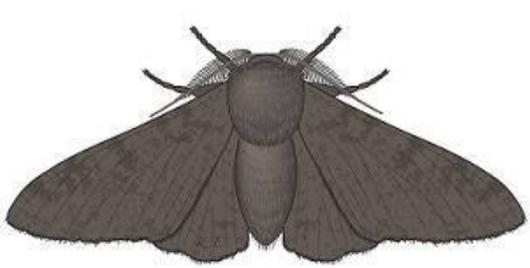
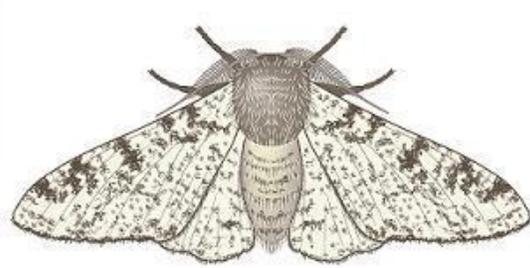
Breaking
Innovation

Customer
Focus

The **Capacity** to modify behavior, strategies or mindset to fit new situations, demands or challenges.

The Power of Adaptability

Adaptability



The Need for Adaptability

Adaptability

Supply Chain
Issues

Shifting
Regulations

Inflation

Political
Changes

...



How adaptable is your Organisation?



How adaptable is your organisation today?



Adapting over Time



If we knew then what we know now...

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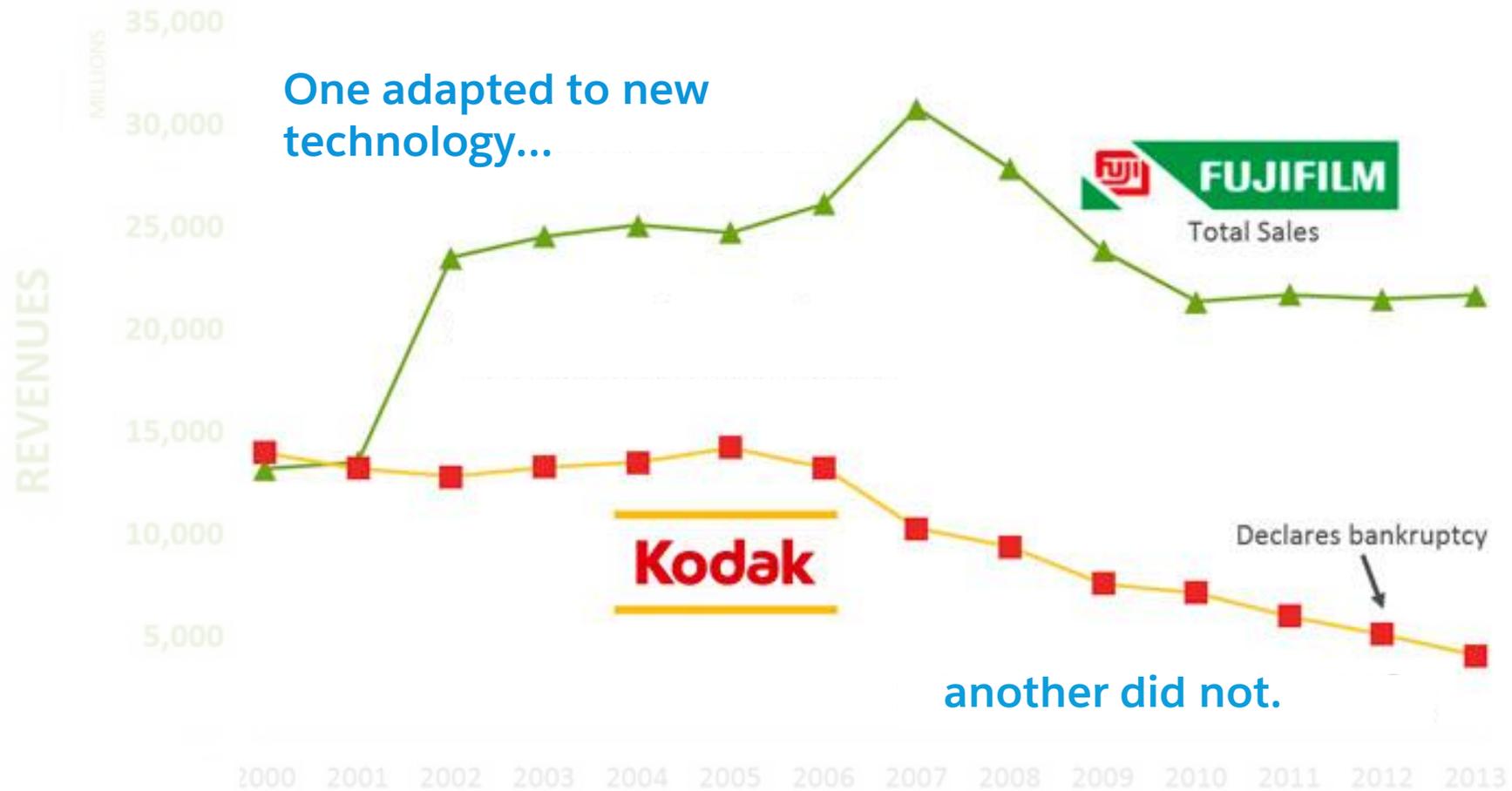
Adaptability



The Kodak Effect

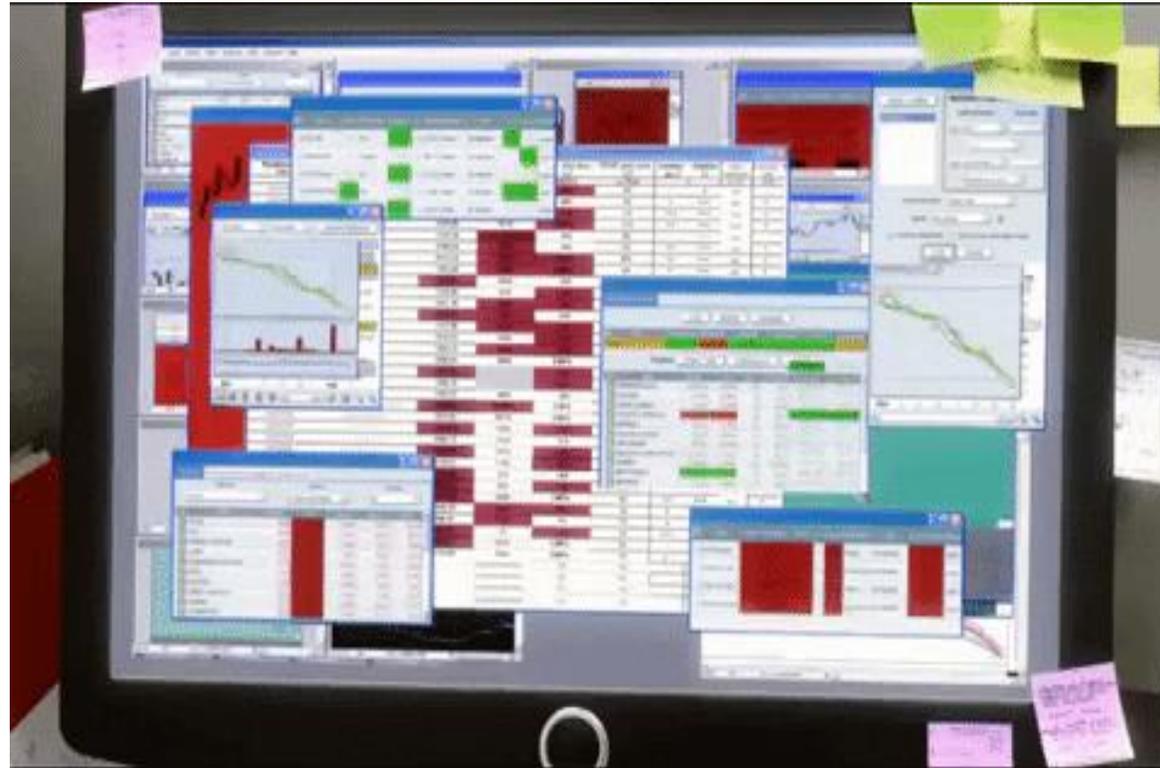


The Tale of two Film Manufacturers



Source: Fujifilm and Kodak Annual Reports

We all need to reconsider...



Are we adaptable (enough)?



Our Latest State of Sales Report* shows...

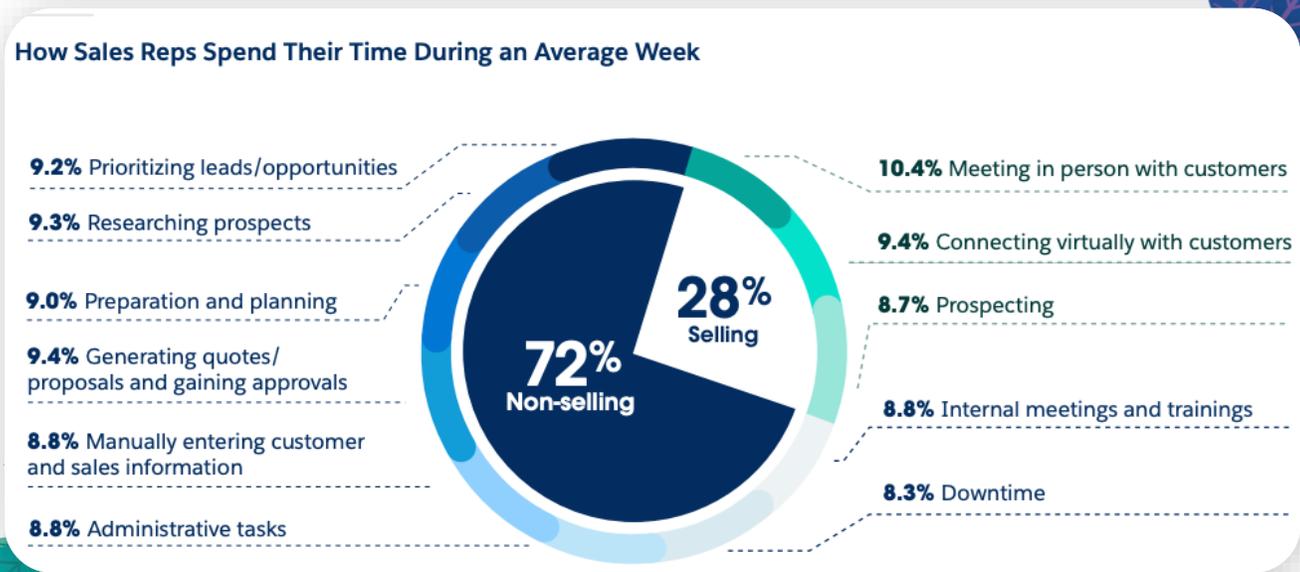


Sales teams use an average of **10 tools** to close a deal.

66% of sales reps say they're **overwhelmed** by too many sales tools.



of sales organisations plan to **consolidate** their **tools and data** in the next 12 months.



* Interested in receiving our latest State of Sales Report? Connect me on LinkedIn and I will send it to you.



Salesforce Platform



Back to The ABC



Adaptability

Breaking
Innovation

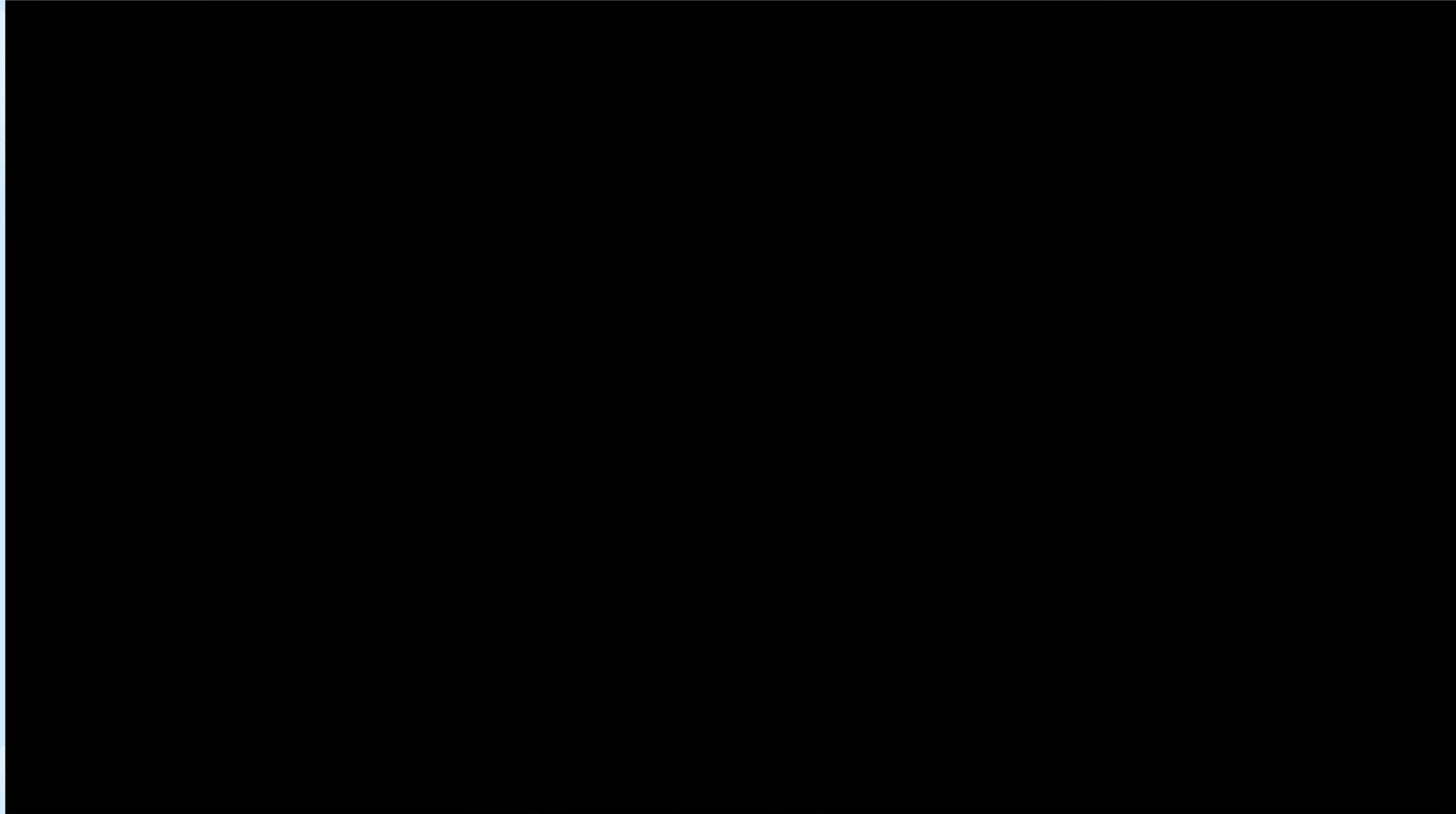
Customer
Focus

Generative Pre-trained Transformer



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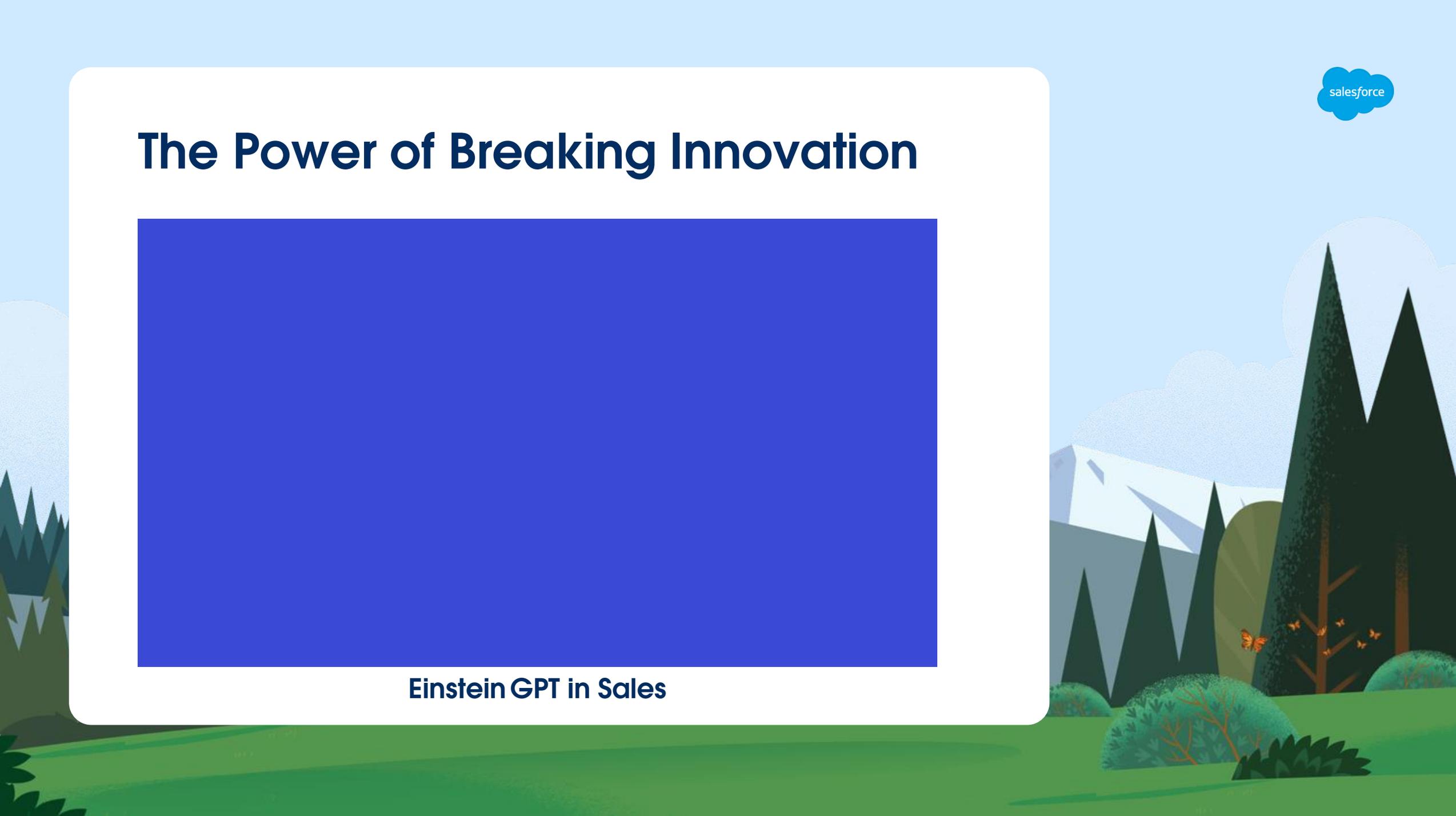
Sales Cloud



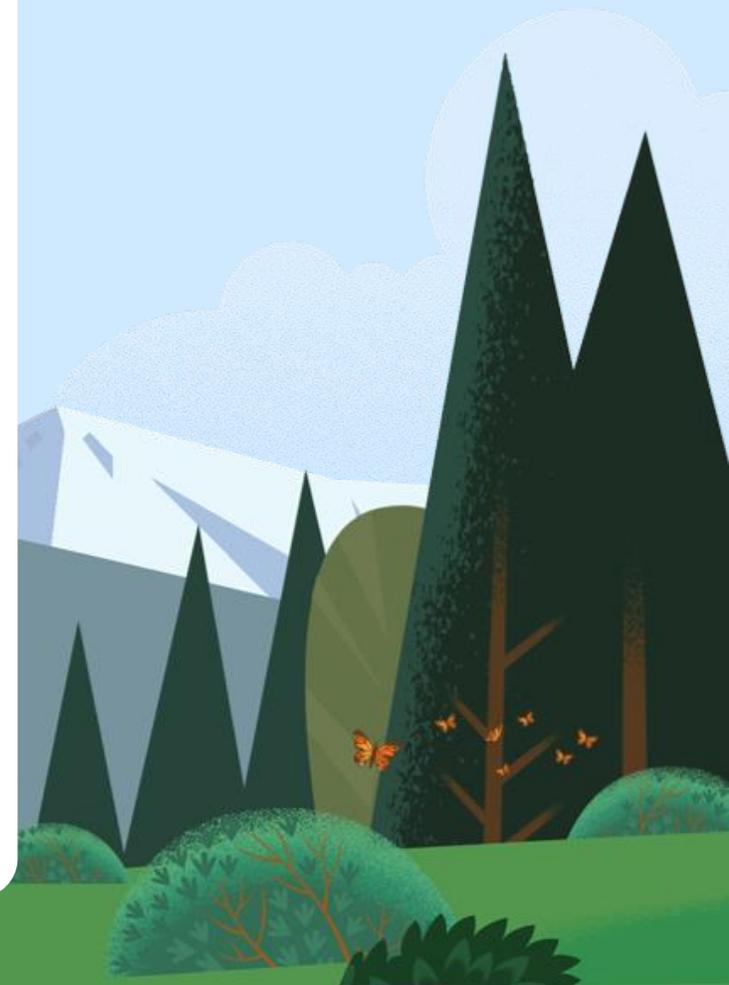
The Power of Breaking Innovation



Einstein GPT in Sales



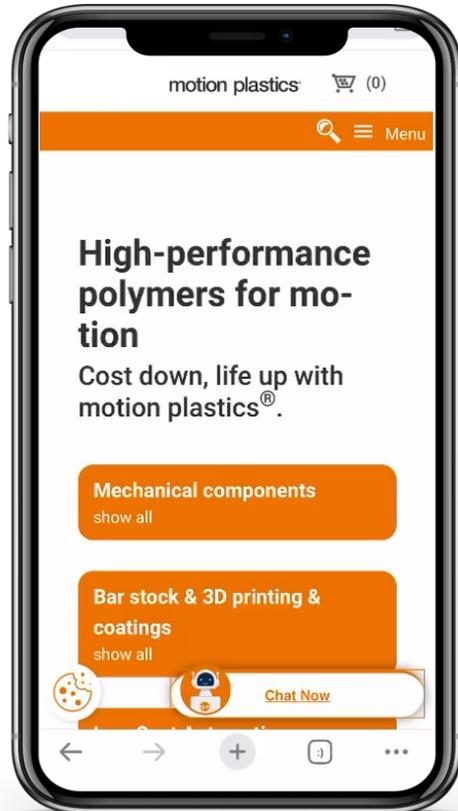
The Need for Breaking Innovation



We are too busy using our Square Wheels



GPT in Use



Back to The ABC



Adaptability

Breaking
Innovation

Customer
Focus



The Power of Customer Focus



C ompetitive
A dvantage
R etention & Reputation
D ata
I nsights
O verall feeling



The Need for Customer Focus Expectations changed



Digital First



Value Focused



Personalized



Omni Channel



Customer Focus

88% customers state, that the customer experience is just as important as the the product or service

The 5 ROCKS in your WAY

A colorful illustration of a landscape with a winding path, green hills, trees, and mountains. Five large grey rocks are placed along the path, each with a label. The background features a blue sky with white clouds and a snow-capped mountain range.

Lack of
Awareness

Resistance
To Change

Fear of
Failure

Lack of
Leadership

Lack of
Resources

The ABC

Repeat After Me



Dearest Colleagues,

As you all know, our world is becoming increasingly competitive and challenging. To stay ahead and achieve success, it is crucial for our company to focus on **The ABC**.
Adaptability, Breaking Innovation, and Customer Focus.



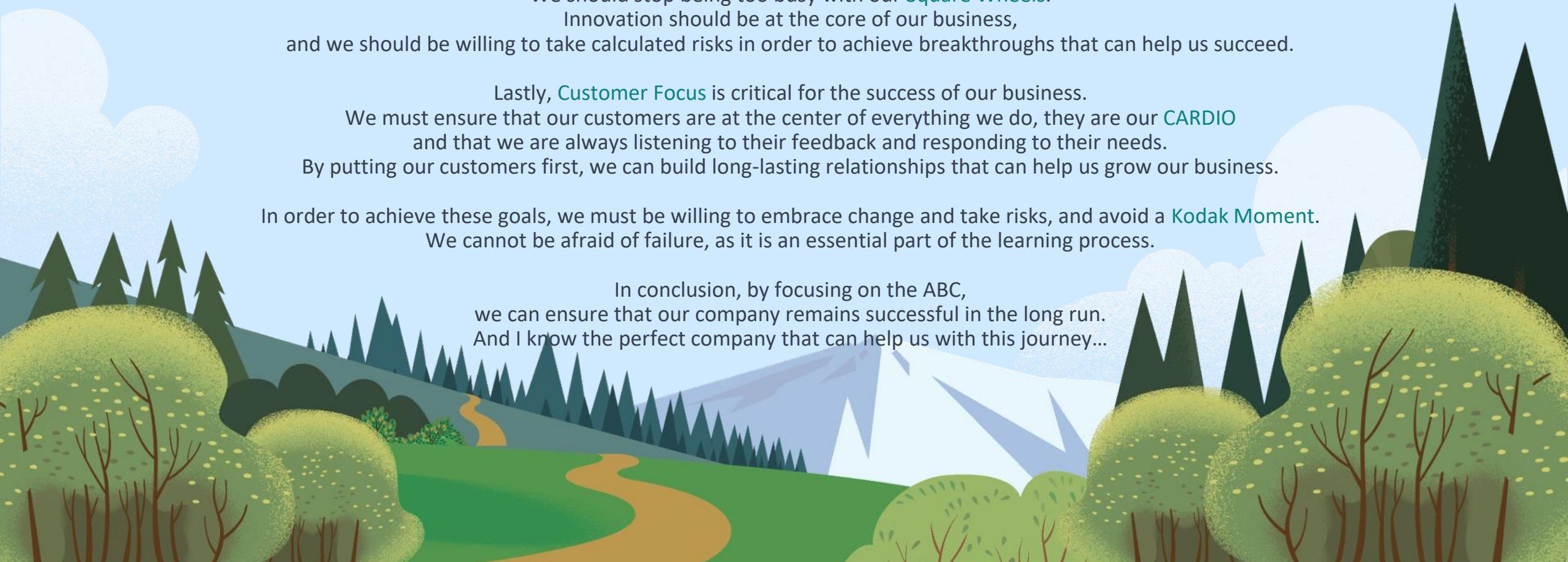
We should be able to adapt quickly to changing market conditions, like the **White Moth** and succeed also in the long run. Our company needs to adapt and be responsive to the needs of our customers.

We should be aware of **Breaking Innovation**.
And constantly look for new and innovative ways to improve our products and services, and stay ahead of our competitors.
We should stop being too busy with our **Square Wheels**.
Innovation should be at the core of our business,
and we should be willing to take calculated risks in order to achieve breakthroughs that can help us succeed.

Lastly, **Customer Focus** is critical for the success of our business.
We must ensure that our customers are at the center of everything we do, they are our **CARDIO**
and that we are always listening to their feedback and responding to their needs.
By putting our customers first, we can build long-lasting relationships that can help us grow our business.

In order to achieve these goals, we must be willing to embrace change and take risks, and avoid a **Kodak Moment**.
We cannot be afraid of failure, as it is an essential part of the learning process.

In conclusion, by focusing on the ABC,
we can ensure that our company remains successful in the long run.
And I know the perfect company that can help us with this journey...





Scan Now



Millennials
Dialing
A Number



Salesforce
Sales Cloud



The
Salesforce
Platform



My
LinkedIn
Page



I Don't Need
A
Cell Phone



Thank you

