

The Long Road to the Customer

Enterprise technology sales has evolved over three eras. Today, best-in-breed sales organizations are focused on the customer. Oh how far we have come...

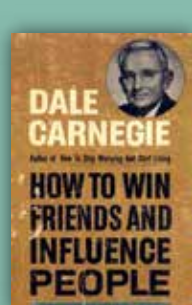
Product Era 1936 - 1985

Relationship Salesman

Thought Leaders:
Dale Carnegie
Zig Ziglar

Message:
"Ours is better, faster, cheaper."

Publications:



1935



1976



Tools:

Chevrolet
Phone
Rolodex
Yellow Pages
Xerox

Gimmick:



Audience:
Procurement department

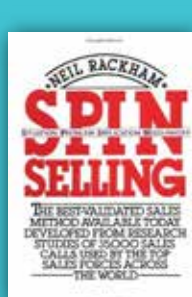
Solutions Era 1985-2008

Consultive Salesperson

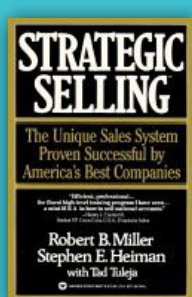
Thought Leaders:
Neil Rackham
Robert Miller
Stephen Heiman

Message:
"We are your one-stop shop for addressing your problems."

Publications:



1985



1988



Tools:

Email
Goldmine
Act!
Siebel
Salesforce.com

Gimmick:



Audience:
Single executive buyer

Customer Era 2008 - ...

Prescriptive, teaching Salesperson

Thought Leaders:
Matthew Dixon
Brent Adamson
Scott Santucci
James Ninivaggi

Message:
"We understand your problems better than you do. Here is the solution."

Publication:



2011



Tools:

Smartphone
LinkedIn
Box
Clearslide
Marketo
Handshakez

Gimmick:



Audience:
Cross-functional team