

Selling with Technology

Tablets, Smart Phones, Software and the Cloud

Selling with Technology

- What's Different Now?
- Hardware and Connectivity
- Software Applications
- Cloud Computing, Social Media and Selling

- The Kelly Box Story

Selling with Technology

What's Different Now?

The Simple Answer: The Smart Phone



The Deeper Answer: Processes

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- What do Sales People do All Day?
- Collecting Data & Getting Information

• Collecting Data - 85%

- Entering Leads
- Calling Leads
- Managing Accounts
- Requesting Samples
- Requesting Quotes
- Handling Concerns

• Getting Information - 15%

- Getting to the Buyer
- Getting the Buyer to Talk
- Understanding What Drives the Deal
- Designing the Value Proposition
- Closing the Deal

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- Sample and Quotes System

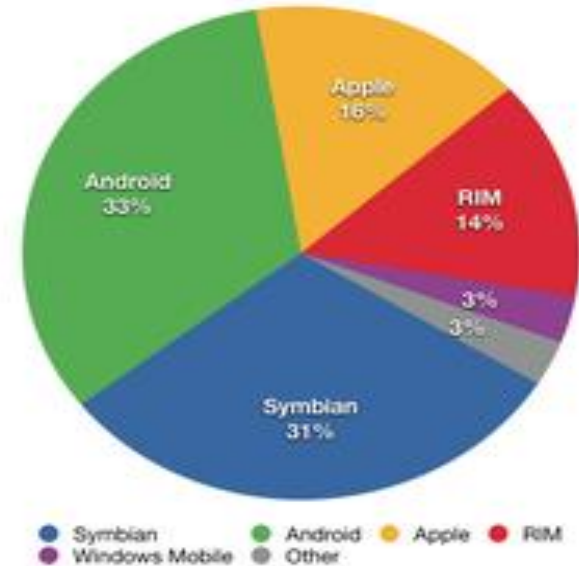


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- Hardware and Connectivity

- Smart Phones

- iPhone - Apple
 - Android - Google
 - Symbian – Nokia
 - BlackBerry – RIM
 - Win Mobile - Microsoft



- Tablets

- iPad - Apple
 - Galaxy - Samsung
 - Optimus - LG

- Connectivity

- WiFi
 - 3G / 4G

- Other

- eReaders
 - BlueTooth
 - Smart Pens

• Share of worldwide 2010 Q4 smartphone sales to end users by operating system, according to Canalis. "Symbian" includes only Nokia phones. Adding Symbian phones from Fujitsu, Sony Ericsson, Sharp and Samsung makes the Symbian Share slightly larger than Android.

Selling with Technology

•Sales and CRM Software: A Growing Category

•SalesForce.com

•Microsoft Dynamic CRM

•AmTech Mobile Force

•Sage SalesLogix

•Act! By Sage

•Oracle CRM on Demand

•Landslide

•Avidian

•SAP

•Cegedim Dendrite

•Sage CRM

•Oracle Seibel CRM

•NetSuite

•Maximizer

•Sugar CRM

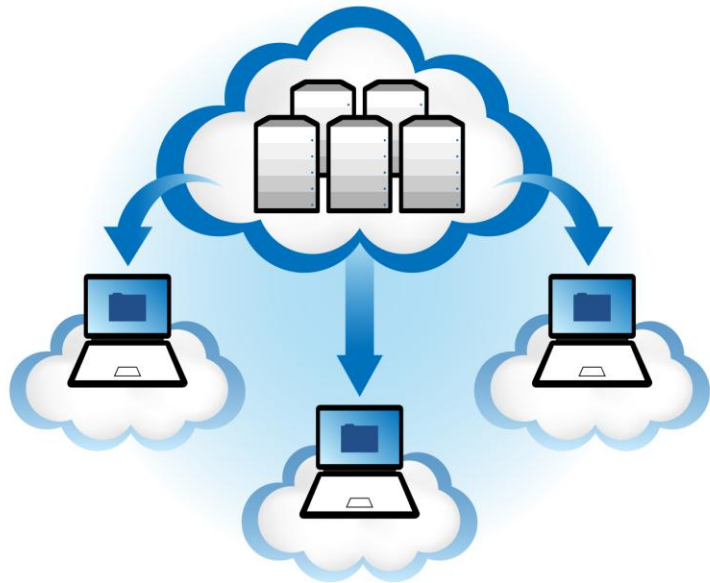
•FrontRange (Goldmine)

•CDC Software (Pivotal Sales)



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Cloud Computing



- Always on

- Collaborative

- Browser Access

- Crowd Sourcing

- End User Bias

- Mobile

- Shared Capital Resources

- Shared Informational Resources



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Social Media



Selling with Technology

- What to Take Away
- The Pace of Technology is Accelerating
- Technology Cannot be Ignored
- Hardware and Software are becoming more Specialized
- The Cloud and Social Media will Change the Way We do Business
- We Need to Engage Technology Continuously
- The Singularity is Near