KEYS FOR CONNECTING & SELLING IN A DIGITAL (AND REMOTE) WORLD

by Ryan Jenkins
www.ryan-jenkins.com
ARE YOU...

Working remotely?

OR

Remotely working?
AGENDA

DIGITAL DISRUPTION
what’s changing & why

STRATEGIES & TOOLS
to connect & sell in a digital and remote world

Q&A wrap-up

www.ryan-jenkins.com
## TECH IS CHANGING EVERYTHING

### DID YOU KNOW?

<table>
<thead>
<tr>
<th>IMPRESSIVE STATS</th>
<th>BUT EVEN MORE SHOCKING...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halo Top grew from $230,000 in 2013 to <strong>more than $100 million</strong> last year.</td>
<td>They have <strong>NO company office</strong>. All 75 employees work remotely and use the chat app, Slack, to communicate.</td>
</tr>
<tr>
<td>SoftWear Automation’s “sewbots” can produce <strong>1,142 t-shirts in 8 hours</strong>.</td>
<td>That is the work of <strong>17 humans</strong> completed without any human intervention.</td>
</tr>
<tr>
<td>Fortnite launched an iOS mobile version and it was downloaded by <strong>100 million people</strong> in 5 months.</td>
<td>From in-game purchases alone, they netted <strong>$1.2 billion in revenue</strong> in 10 months.</td>
</tr>
<tr>
<td>Bird operates in 120 cities, has <strong>over 2 million unique riders</strong>, and recently surpassed 11.5 million rides.</td>
<td>They’ve only been in business since <strong>September 2017</strong>.</td>
</tr>
</tbody>
</table>
TECHNOLOGY IS CHANGING...

COMPANY STRUCTURE
Labor is no longer centralized.
The modern workforce is global and distributed.

INFORMATION FLOW
Information is no longer centralized.
People are informed and empowered.

LEADERSHIP APPROACH
Influence is no longer centralized.
A network approach is replacing hierarchy.

ROLES & RESPONSIBILITES
Skill is no longer centralized.
A.I. and robotics will force re-skilling.
WHY
EVERYTHING IS CHANGING SO FAST

INCREASED INFLUENCES & ABUNDANT ACCESS
### Increased Influences

**Past**

- Cloud
- Fish
- Rain
- Mountains

**Present**

- Instagram
- Microphone
- Cloud
- Hat
- Music
- Phone
- Mail
- Wrench
- TV
- Money
WE NOW HAVE
ABUNDANT ACCESS TO…

Connectivity: Launch a business or brand w/ a webcam & Wifi.

Opportunities: Learn a new skill via YouTube or secure a job via LinkedIn

Capital: Kickstarter and Square enable anyone to secure funds to grow an idea or business.

Products & Services: Front door delivery of the world's best-reviewed products and stream movies anywhere.

Travel & Transportation: Exploring the world has never been more seamless with Airbnb & Uber.

Tools: Slack and Zoom make it possible to be more efficient and productive personally or professionally.

Access leads us away from average.
If there are better employers, superior services, or improved products out there, they will be found.
HOW DO I STAY RELEVANT?
IN A WORLD PRONE TO DISRUPTION

Right now. Someone (or something)... is messing with the **prevailing model** of your industry.

Seek **uniquely better**.

Listen to outsiders. Outside:
- organization
- industry
- generation
HOW TO STAY RELEVANT AND REMAIN AGILE

more CURIOUS

less CERTAIN
AGENDA

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Q&A wrap-up

ryan@ryan-jenkins.com
# Communication Varying Preferences

<table>
<thead>
<tr>
<th>SUMMARY</th>
<th>BOOMERS</th>
<th>GENERATION X</th>
<th>MILLENNIALS</th>
<th>GENERATION Z</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Formal &amp; Direct</td>
<td>Informal &amp; Flexible</td>
<td>Authentic &amp; Fast</td>
<td>Transparent &amp; Highly Visual</td>
</tr>
<tr>
<td>VIEW</td>
<td>Face to Face, Phone &amp; Email</td>
<td>Email, Text &amp; Facebook</td>
<td>Text, Instagram, Skype &amp; Slack</td>
<td>Snapchat, TikTok, FaceTime, YouTube, WhatsApp, Twitch &amp; Face to Face</td>
</tr>
<tr>
<td>ATTITUDE</td>
<td>Need Background Info &amp; Details</td>
<td>Keep Professional</td>
<td>Efficient &amp; Mobile First</td>
<td>Mobile Only &amp; Voice</td>
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</table>
what’s up?

just left u a vm

ok... what’s up?
DIGITAL COMMUNICATION
STRATEGY #1

DEFER YOUR COMMUNICATIONS

Use generations as **clues**.

Ensure **mobility** throughout all communications.

Canvas, the world’s first **text-based interviewing platform**, shifts recruiter’s conversations to the preferred channel of Gen Z candidates, texting.
MIRROR YOUR COMMUNICATIONS

Respond to communications using the same channel in which it was received.

A real estate agent recently called me and left a very vague voicemail. I texted back. They called me repeatedly. To me they are out of touch.
60% of the time 2-word messages are interpreted as sarcastic.

Humans have a tendency to assume the worst when the intent of communication isn’t clear.

Only 17% of the emerging generations consider emojis unprofessional.

The same part of the brain that processes human faces also processes emojis.
STRATEGY #3

CLARIFY THE EMOTIONAL INTENT

Use emojis (or be more descriptive) to ensure negative biases don’t hijack the intended meaning of your digital messages.

Not sure what emoji to use to communicate an emotion? Use emojipedia.org to find the right emoji.
THE IMPACT OF VIDEO

#2 most-used search engine in the world is YouTube (#1 among those under 35 yrs-old).

90% of people say watching product videos help them make purchase decisions.

500% increase in booked meetings when video is used.

59% of company decision-makers rank video as their preferred way to learn.
USE VIDEO TO ENGAGE BUYERS

Help buyers visualize themselves working with you and/or purchasing your product/service.

SAP recently shared 40 compelling recruiting videos on YouTube of real employees sharing their perspective of the company’s culture, values, perks, & benefits.
# Buying Across Generations

## Varying Preferences

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<td><strong>SUMMARY</strong></td>
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<td>Value Matters</td>
<td>Co-creation Matters</td>
<td>Narrative Matters</td>
</tr>
<tr>
<td><strong>VIEW</strong></td>
<td>Word of Mouth &amp; Brick &amp; Mortar</td>
<td>Phone &amp; Email</td>
<td>Online, Social Media &amp; Mobile</td>
<td>Voice &amp; Chatbots</td>
</tr>
<tr>
<td><strong>ATTITUDE</strong></td>
<td>Proximity, Timing &amp; Relationships</td>
<td>Bottomline &amp; Product Focused</td>
<td>Social Proof</td>
<td>Networks Weigh In</td>
</tr>
</tbody>
</table>
...because if not, your next gen employee will use LinkedIn to find a new job by lunch.

Why wait until lunch!?  

Mobile technology and ubiquitous connectivity have empowered the next generation.

Access leads us away from average. If there are better employers, superior services, or improved products out there, they will be found.
BUYING
STRATEGY # 5

ENHANCE THE BUYER EXPERIENCE

Identify any friction points throughout the entire buyer lifecycle.

Where can technology create a more effortless and seamless experience?

Taco Bell is Uber-izing their employee scheduling to deliver better service to customers.
70% of buyers fully define their needs on their own before engaging with a sales rep & 44% identify specific solutions before reaching out to a seller.
BUYING STRATEGY # 6

POSITION YOURSELF AS THE AUTHORITY

Create content that differentiates yourself and add values to the buyer.

Answer the top 5 burning questions in the mind of your buyer.

- Write a LinkedIn article
- Create an infographic
- Make a YouTube video
DIGITAL SELLING TOOLS TO HELP YOU EXECUTE

- Email plugin that allows for quickly and easily adding video to any message. 
  BombBomb.com

- Appointment scheduling software that makes scheduling meetings effortless. No more phone or email tag.
  Calendly.com

- Email plugin that allows you to send later, track responses, and use AI to write better emails.
  BoomerangApp.com
AGENDA

- Digital Disruption: What’s changing & why
- Strategies & Tools: To connect & sell in a digital and remote world
- Q&A & Wrap-up

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Attention is the new oil in today’s economy.

Focus is one of the most valuable skills.

Thank You for your attention and focus.
BONUS to (855) 909-1639

To: (855) 909-1639

Bonus

Hope you enjoyed the presentation! Access 20+ bonus courses at http://txt.hn/XvuRnb. For the slides or other inquiries email Ryan at ryan@ryan-enkins.com
RECAP: WHICH STRATEGIES WILL YOU EXECUTE?

COMMUNICATION
- Defer Your Communications
- Mirror Your Communications

BUYING
- Enhance the Buyer Experience
- Position Yourself as the Authority

Clarify the Emotional Intent
Use Video to Engage Buyers

www.ryan-jenkins.com
A “This is always how we’ve done it” mindset is... a slippery slope to irrelevance.

Prioritize WHY over the WAY
THANK YOU

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@theryanjenks
REFERENCES


-Gallup, How Millennials Want to Live and Work: https://news.gallup.com/reports/189830/e.aspx


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