

**KEYS FOR**

# CONNECTING & SELLING

IN A DIGITAL (AND REMOTE) WORLD

— by **Ryan Jenkins** —

[www.ryan-jenkins.com](http://www.ryan-jenkins.com)

America's  Newspapers

# ARE YOU...



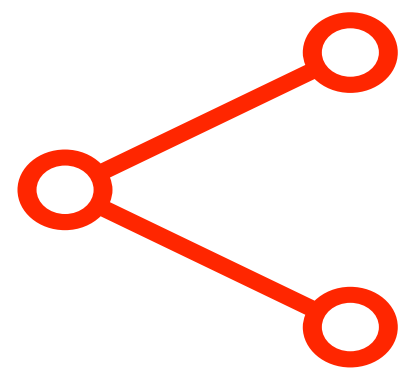
OR



Working  
**remotely**?

**Remotely**  
working?

# AGENDA



## **DIGITAL DISRUPTION**

what's changing  
& why



## **STRATEGIES & TOOLS**





to connect &  
sell in a  
digital and  
remote world



## **Q&A** wrap-up

# TECH IS CHANGING EVERYTHING

## DID YOU KNOW?

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



# 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.



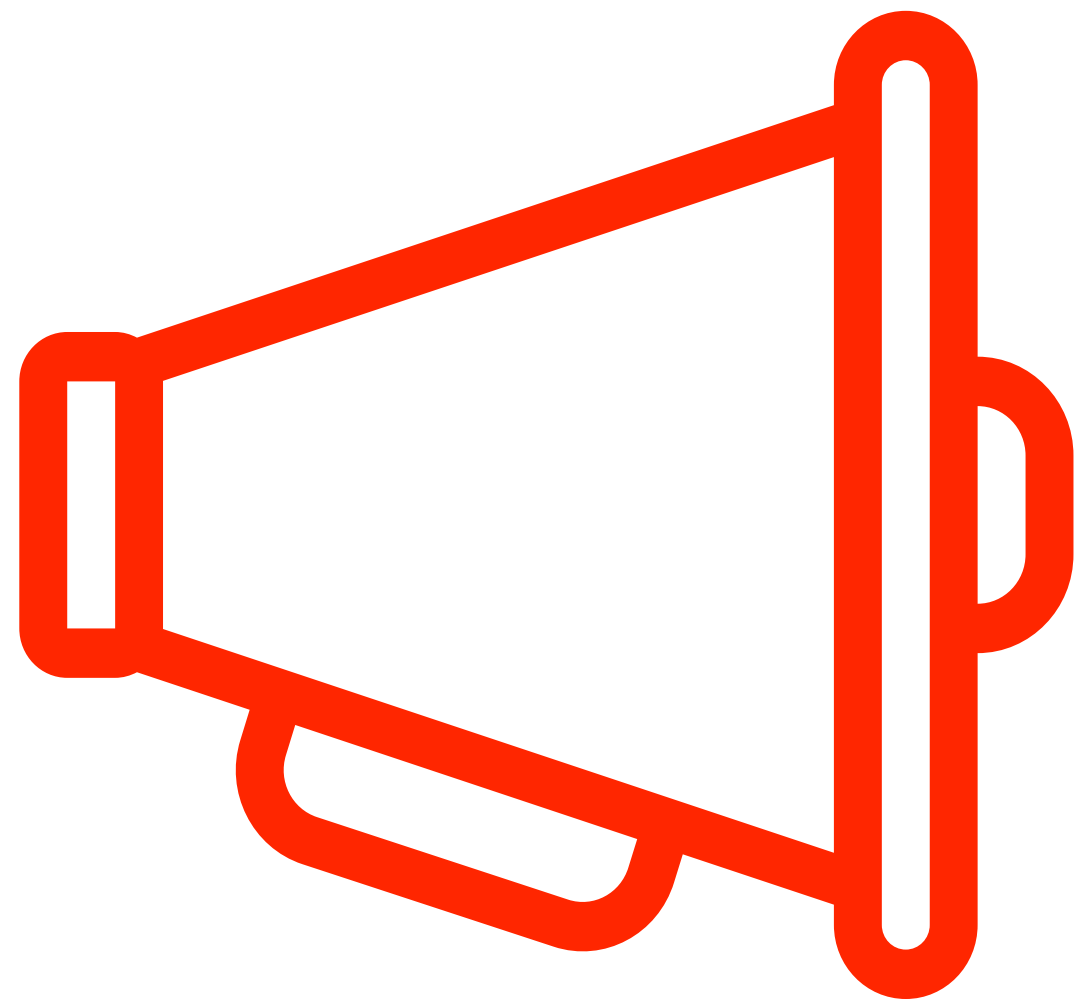
## **ROLES & RESPONSIBILITIES**

Skill is  
no longer  
centralized.

A.I. and robotics  
will force  
re-skilling.

W H Y

# EVERYTHING IS CHANGING SO FAST



INCREASED  
INFLUENCES

&

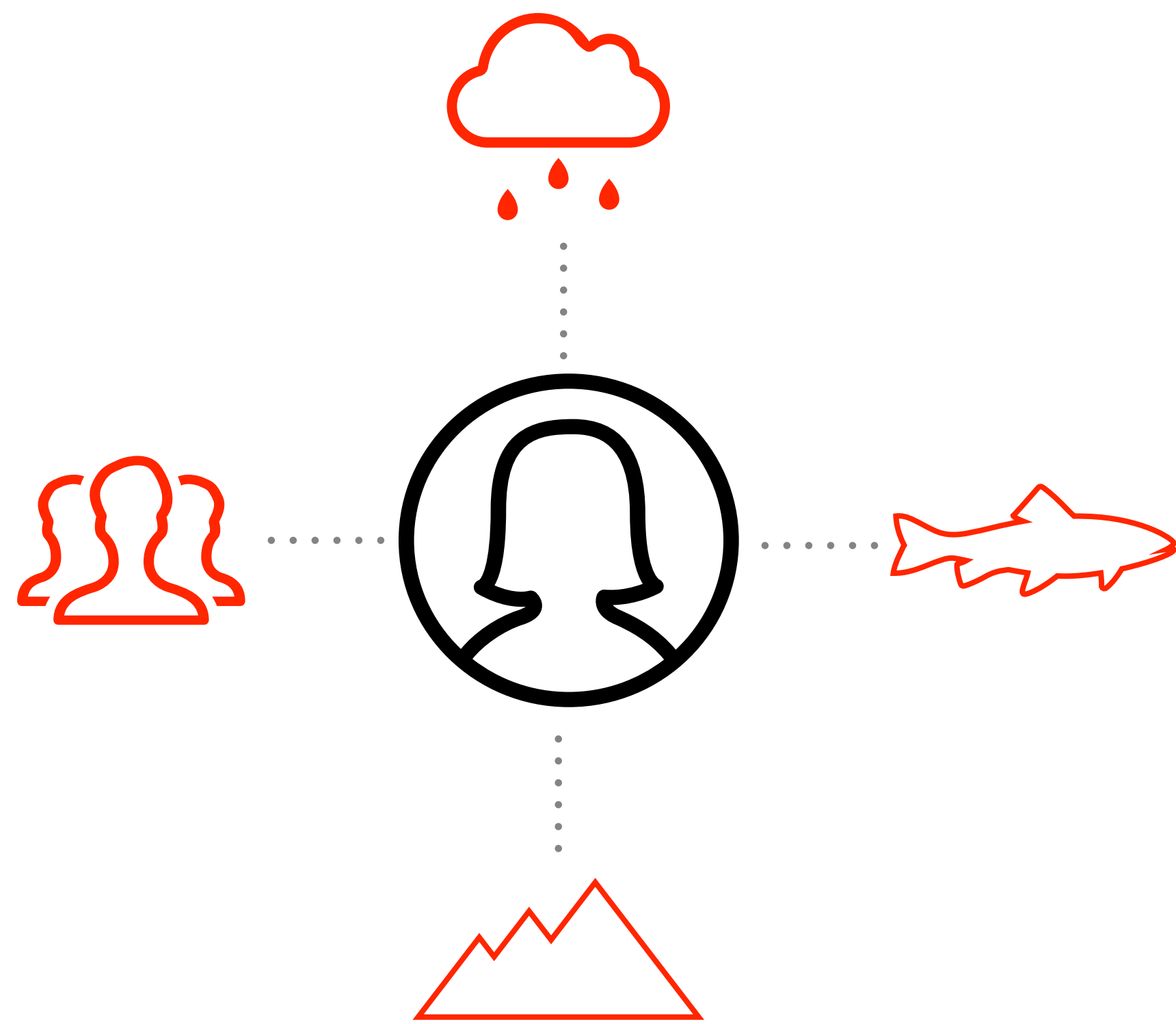


ABUNDANT  
ACCESS

W H A T ' S C A U S I N G A L L T H E C H A N G E ?

# INCREASED INFLUENCES

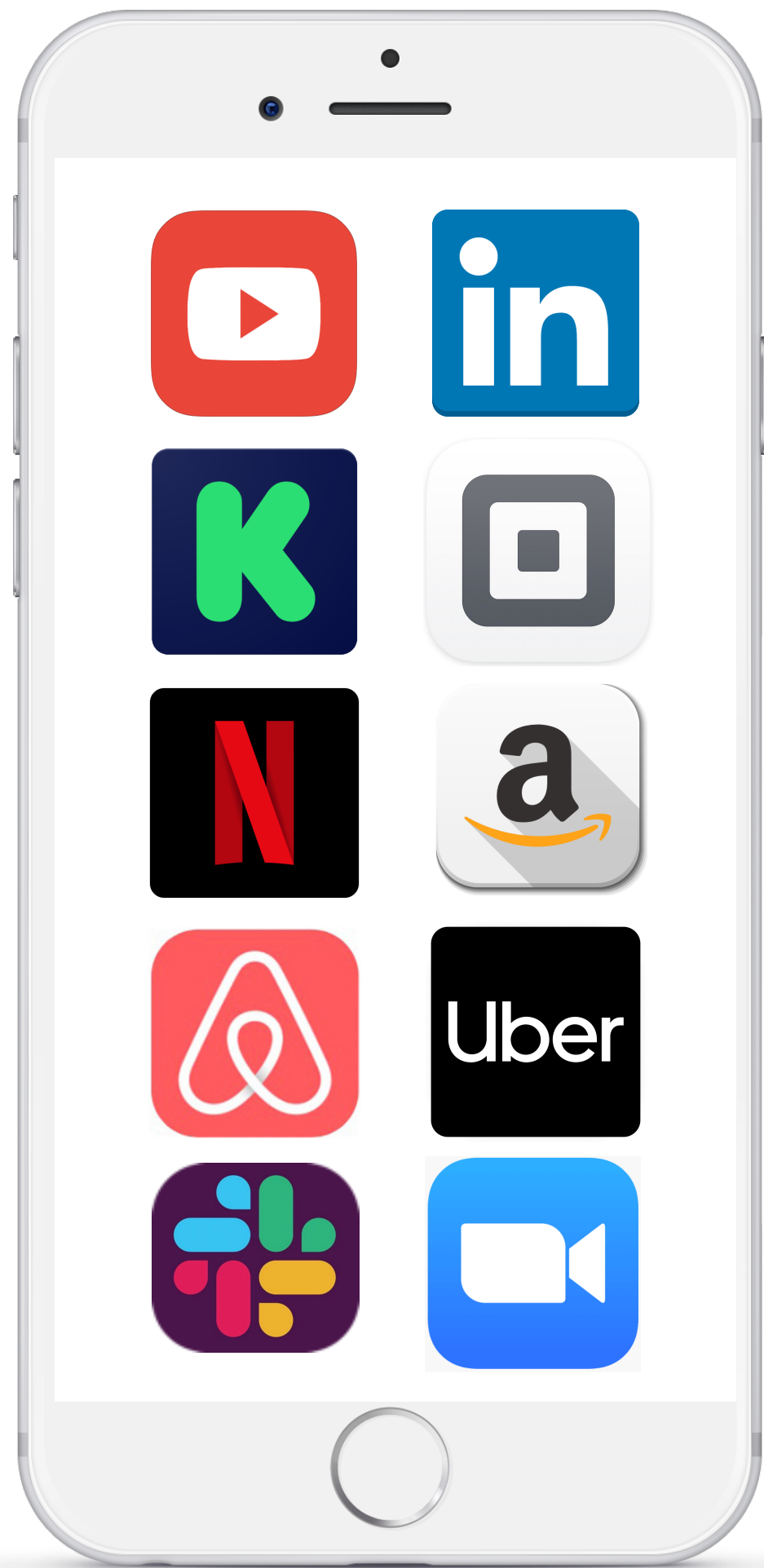
PAST



PRESENT



# 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.

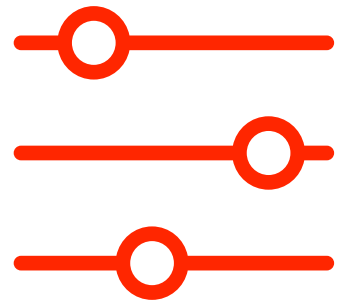
**Tools:** Slack and Zoom make it possible to be more efficient and productive personally or professionally.

**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?

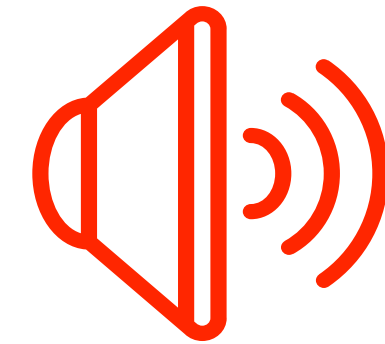
I N A W O R L D P R O N E T O D I S R U P T I O N



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



**Seek  
uniquely  
better.**



**Listen to  
outsiders.**

Outside:  
-organization  
-industry  
-generation

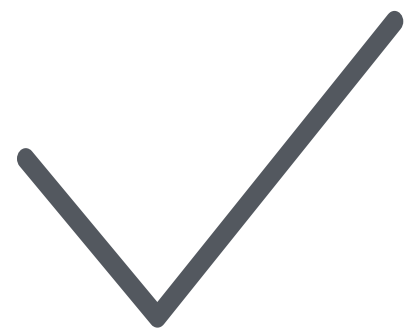
# HOW TO STAY RELEVANT

A N D R E M A I N A G I L E

more **CURIOUS**  
less **CERTAIN**



# AGENDA



## **DIGITAL DISRUPTION**

what's changing  
& why



## **STRATEGIES & TOOLS**

to connect &  
sell in a  
digital and  
remote world



## **Q&A** wrap-up

**[ryan@ryan-jenkins.com](mailto:ryan@ryan-jenkins.com)**

# COMMUNICATION

V A R Y I N G   P R E F E R E N C E S

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	Formal & Direct	Informal & Flexible	Authentic & Fast	Transparent & Highly Visual
VIEW	Face to Face, Phone & Email	Email, Text & Facebook	Text, Instagram, Skype & Slack	Snapchat, TikTok, FaceTime, YouTube, WhatsApp, Twitch & Face to Face
ATTITUDE	Need Background Info & Details	Keep Professional	Efficient & Mobile First	Mobile Only & Voice

# COMMUNICATION DIVIDE

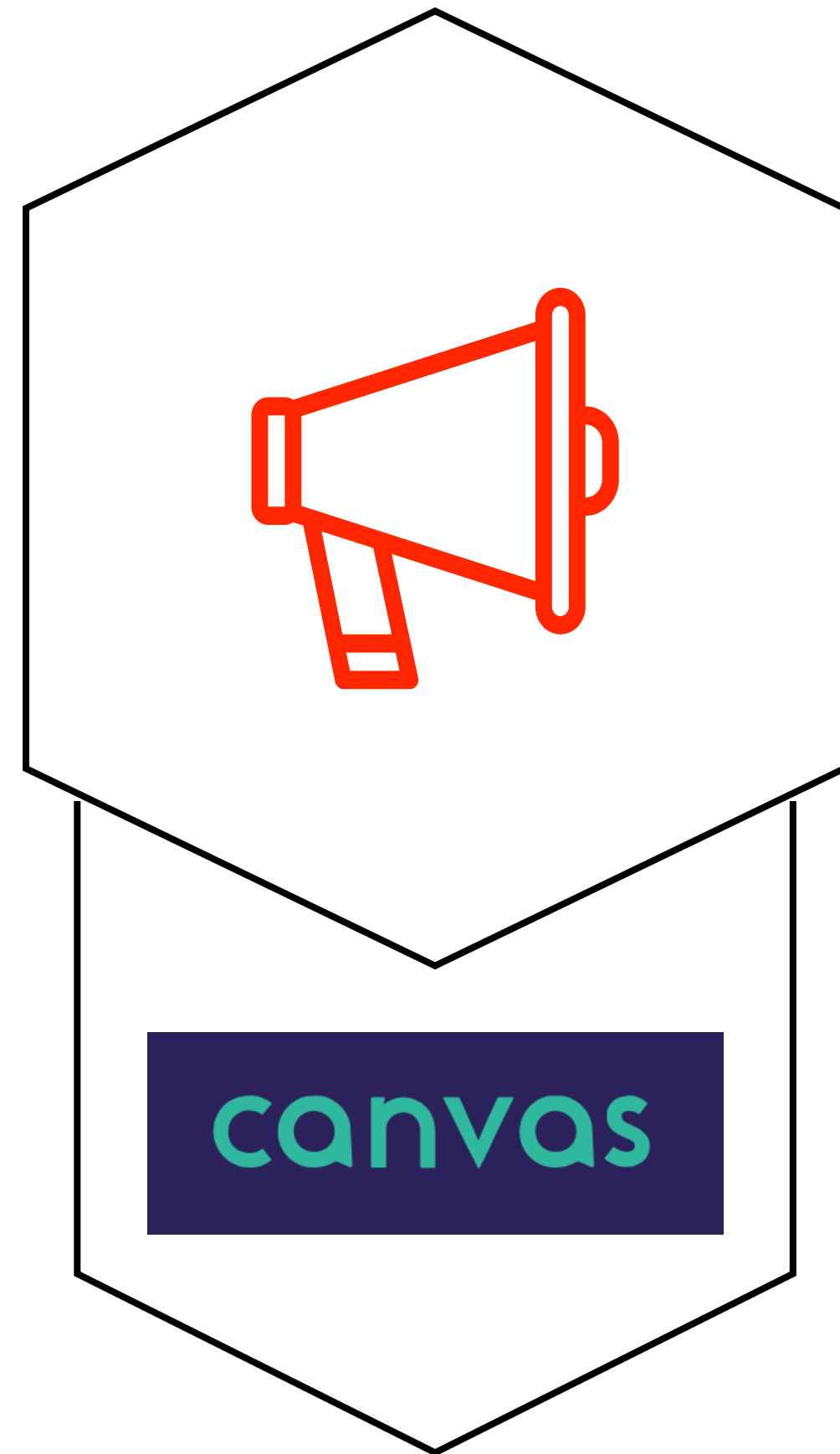
J U S T   1   E X A M P L E



# DIGITAL COMMUNICATION

S T R A T E G Y # 1

## DEFER YOUR COMMUNICATIONS



🔍 Use generations as **clues**.

📱 Ensure **mobility** throughout all communications.

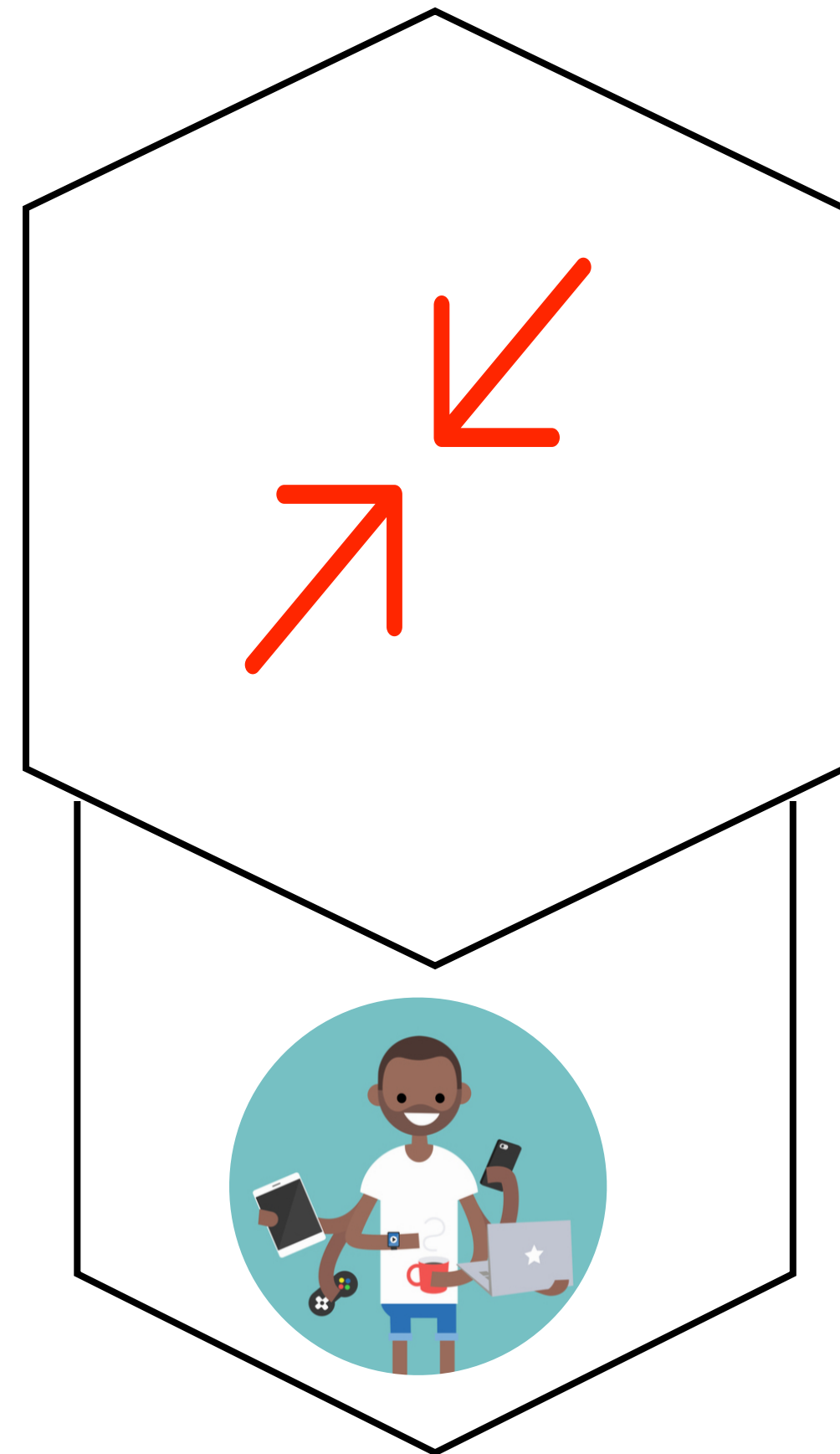
.....

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



# DIGITAL COMMUNICATION

S T R A T E G Y # 2



## MIRROR YOUR COMMUNICATIONS



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

.....

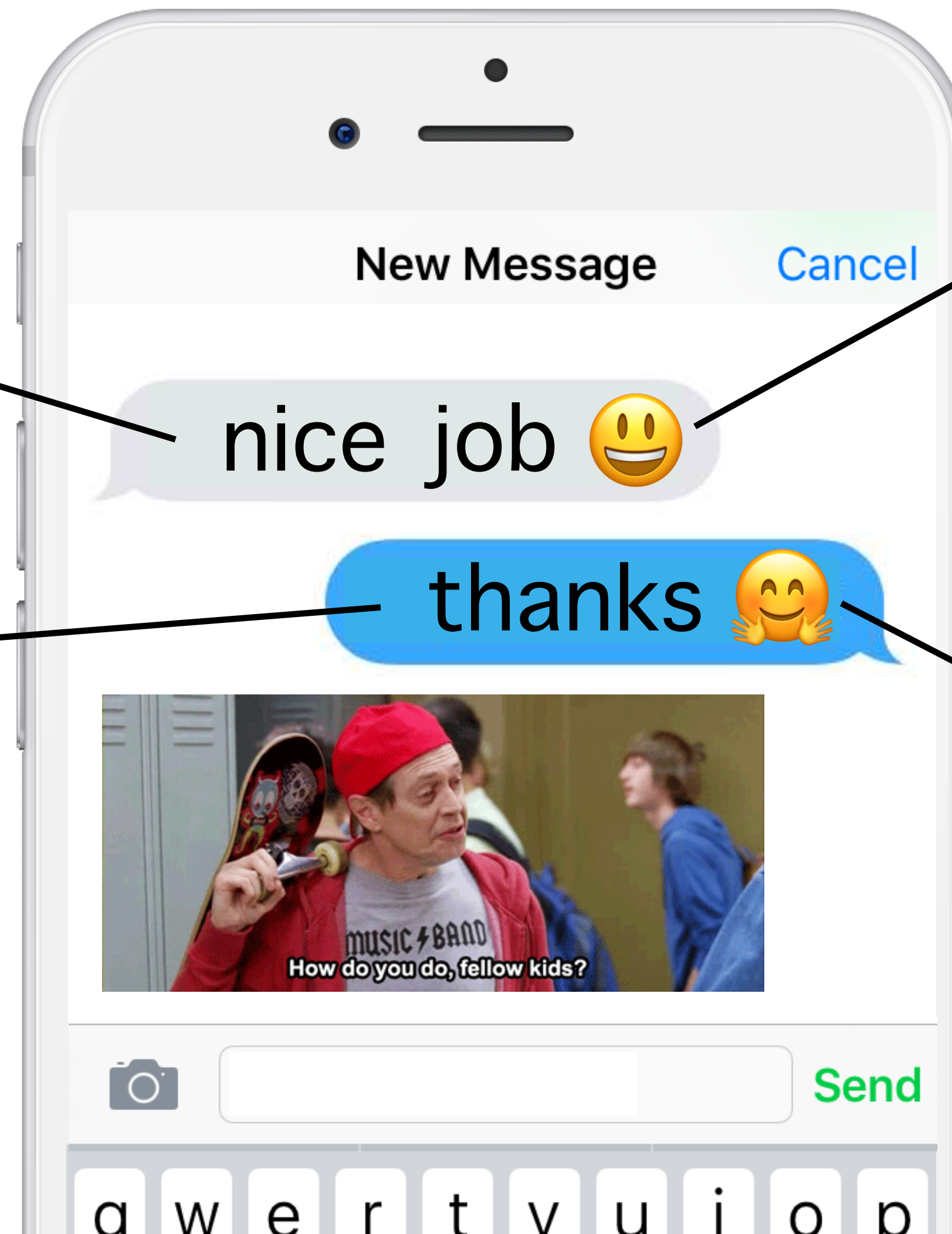
A real estate agent recently **called me** and left a very vague voicemail. I **texted** back. They called me repeatedly. To me they are **out of touch**.

# DIGITAL COMMUNICATION

C R E A T E   C L E A R   M E S S A G E S

**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.



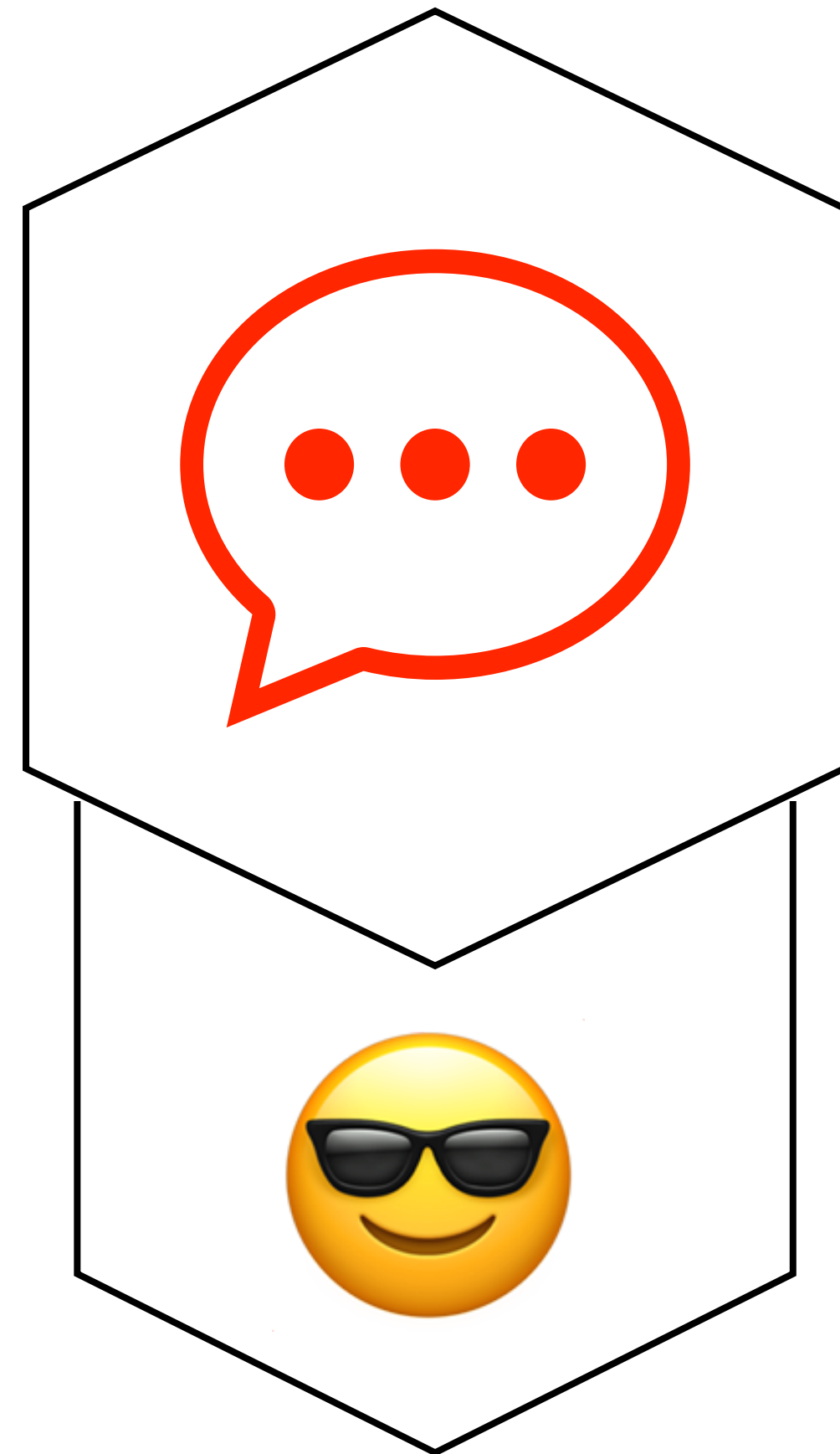
**Only 17%** of the  
emerging  
generations  
consider emojis  
**unprofessional**.

The **same part of  
the brain** that  
processes human  
faces also  
processes emojis.



# DIGITAL COMMUNICATION

S T R A T E G Y # 3



## CLARIFY THE EMOTIONAL INTENT



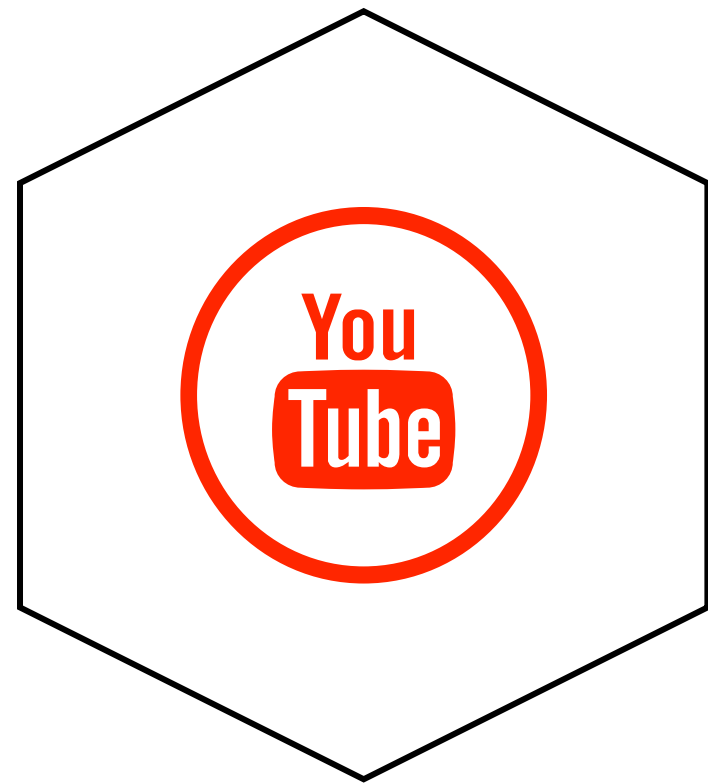
**Use emojis** (or be more descriptive) to ensure negative biases don't **hijack the intended meaning** of your digital messages.

.....

Not sure what emoji to use to communicate an emotion? Use **emojipedia.org** to find the right emoji.

# DIGITAL COMMUNICATION

## T H E   I M P A C T   O F   V I D E O



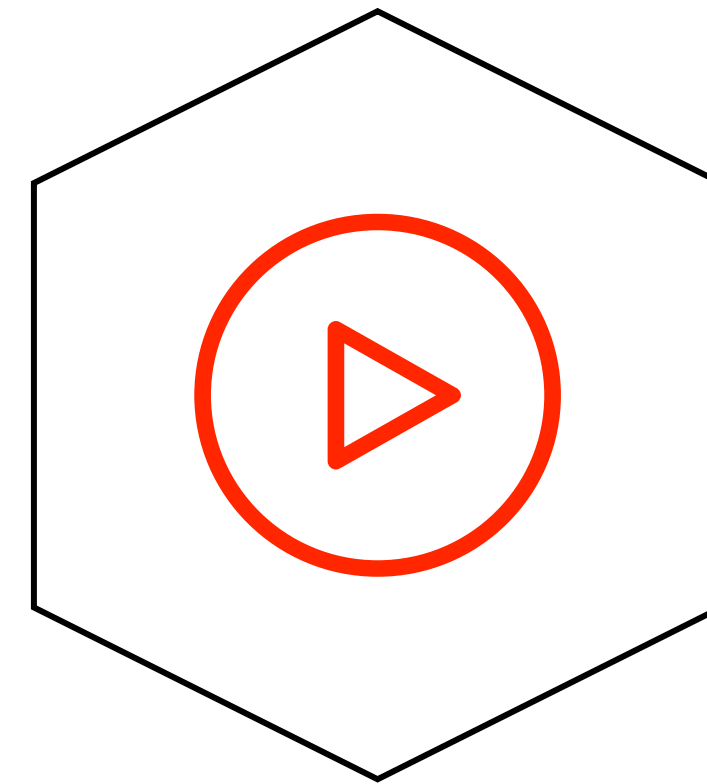
**#2**

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



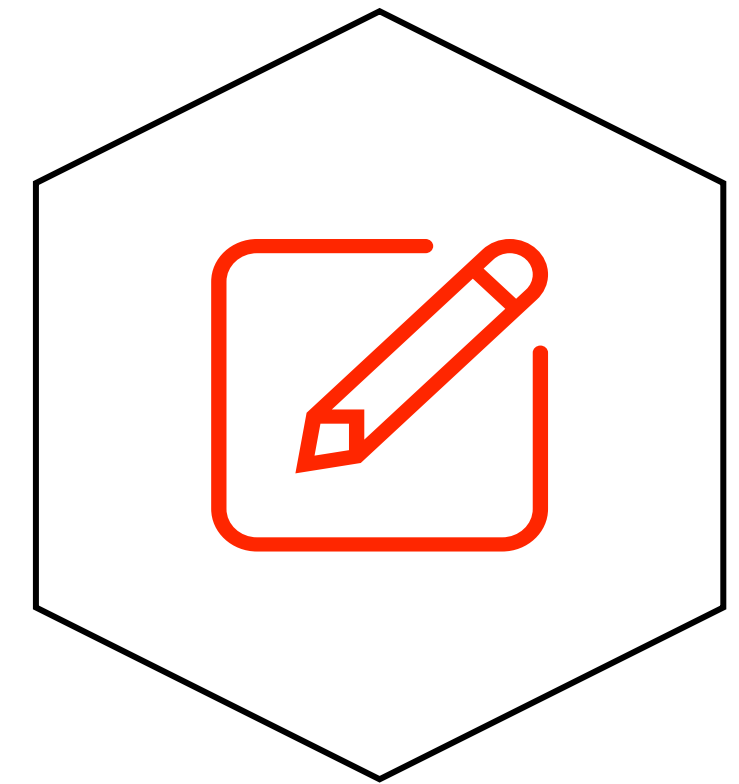
**90%**

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



**500%**

increase in booked meetings when video is used.

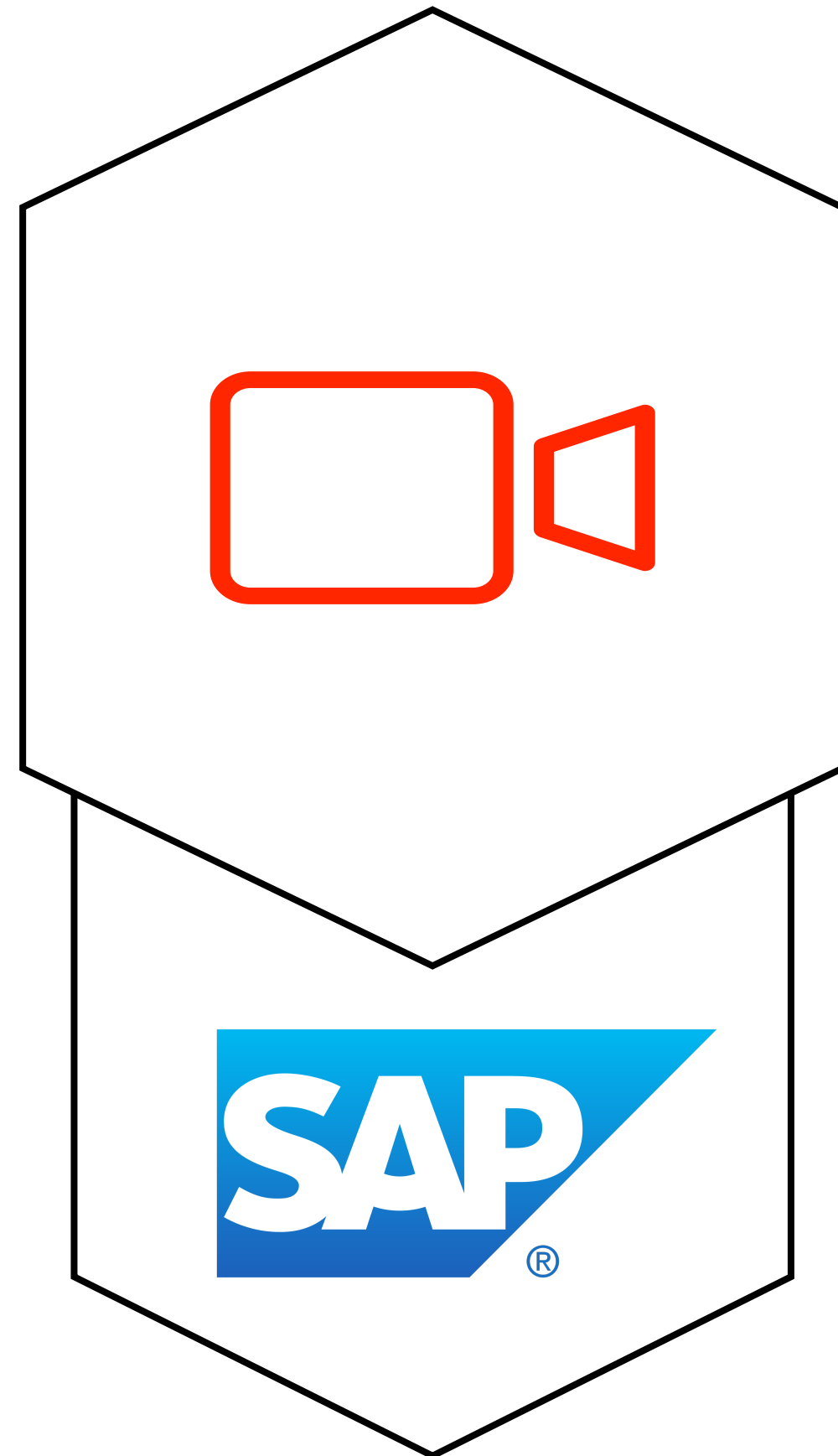


**59%**

of company decision-makers rank video as their preferred way to learn.

# DIGITAL COMMUNICATION

S T R A T E G Y # 4



## 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

## V A R Y I N G P R E F E R E N C E S

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	Credibility Matters	Value Matters	Co-creation Matters	Narrative Matters
VIEW	Word of Mouth & Brick & Mortar	Phone & Email	Online, Social Media & Mobile	Voice & Chatbots
ATTITUDE	Proximity, Timing & Relationships	Bottomline & Product Focused	Social Proof	Networks Weigh In



# DECISION MAKING EXAMPLE

D I F F E R S   I N   T H E   N E X T   G E N E R A T I O N



Why wait **until lunch**!?

...because if not,  
your next gen  
employee will use  
LinkedIn to find a  
**new job by 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

S T R A T E G Y

# 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.



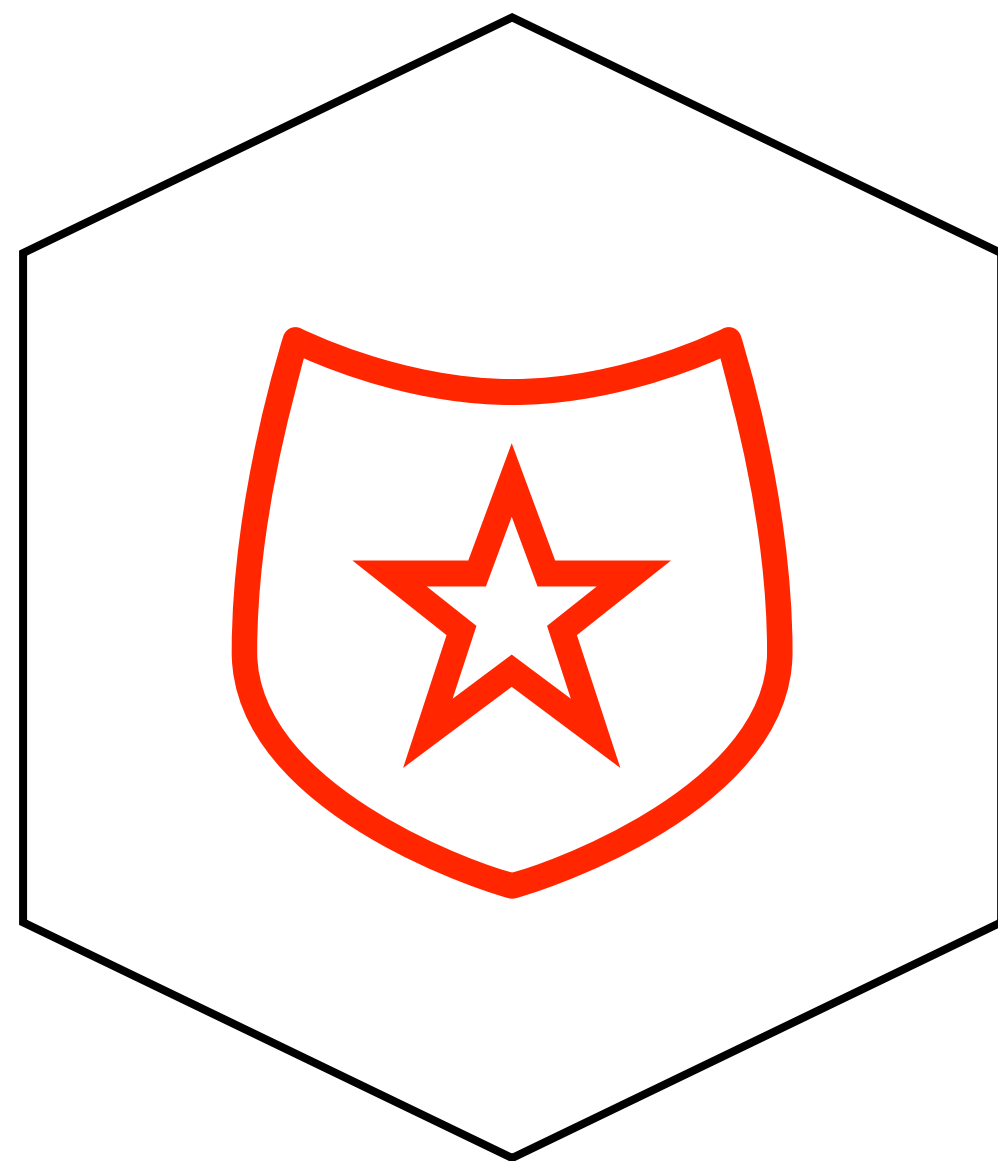
# DID YOU KNOW...

## 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

S T R A T E G Y # 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

T O H E L P Y O U E X E C U T E

BombBomb™ **VIDEO**



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

**BombBomb.com**



calendly



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

**Calendly.com**



BOOMERANG



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**

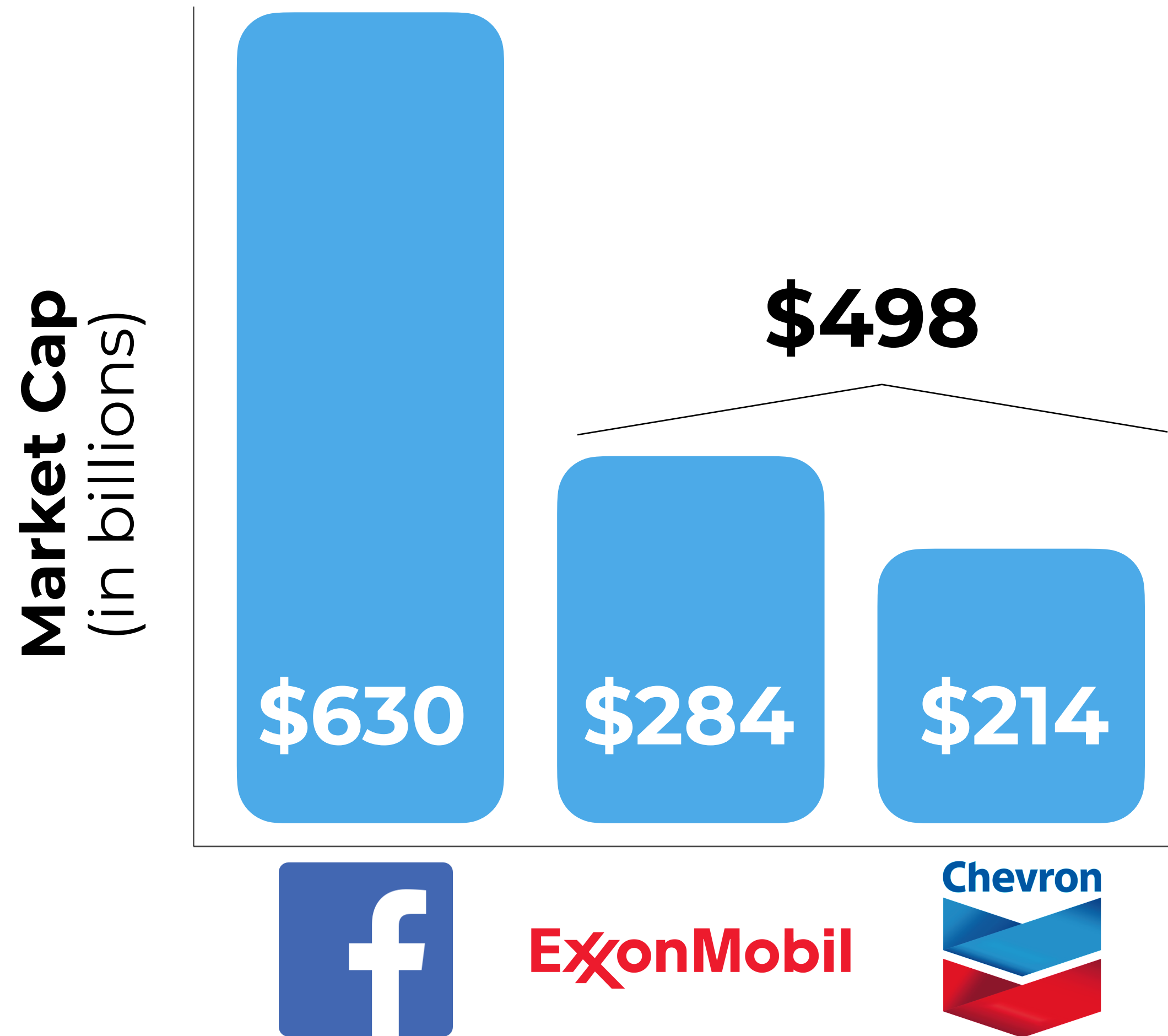
to connect &  
sell in a  
digital and  
remote world



**Q&A**  
wrap-up

# IMPORTANT SIDEBAR

W O R L D ' S   M O S T   V A L U A B L E   R E S O U R C E



**Attention** is the new oil  
in today's economy.

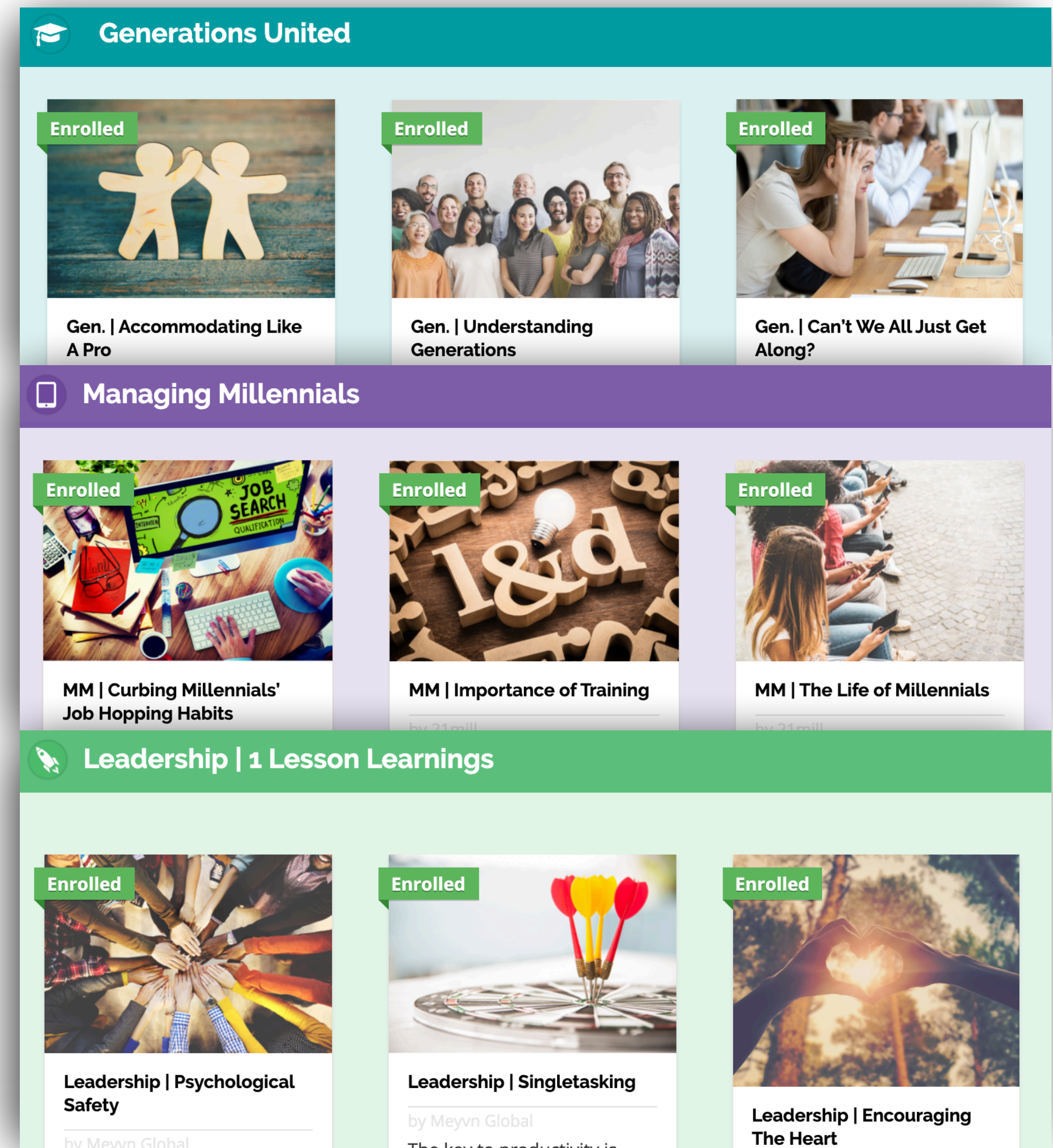
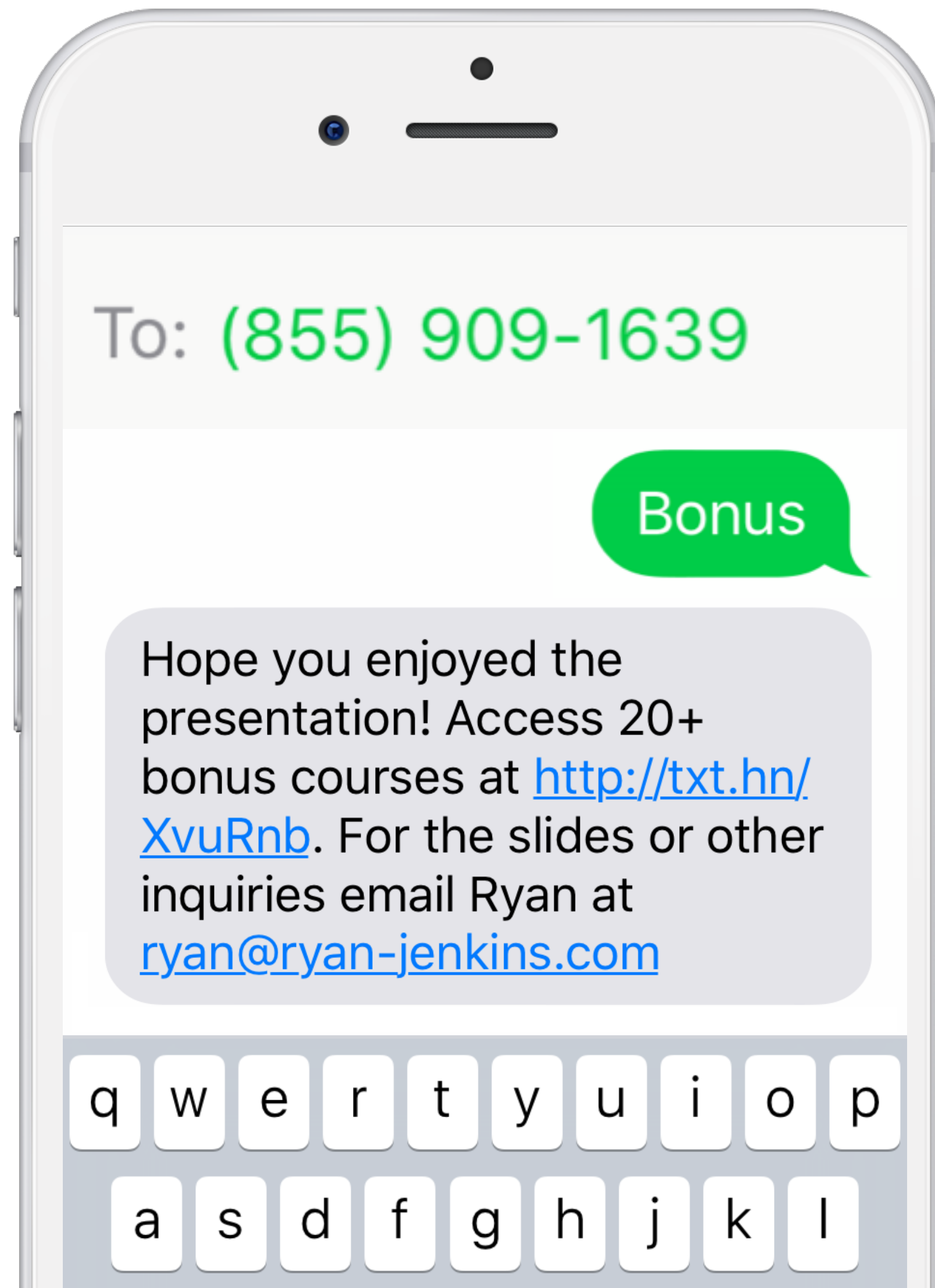
**Focus** is one of the most  
valuable skills.

**Thank You**  
for your attention and focus.



F R E E   A C C E S S   T O   D I G I T A L   L I B R A R Y

**text BONUS to (855) 909-1639**





# text BONUS to (855) 909-1639

## RECAP: WHICH STRATEGIES WILL YOU EXECUTE?

### COMMUNICATION


 Defer Your Communications

 Mirror Your Communications

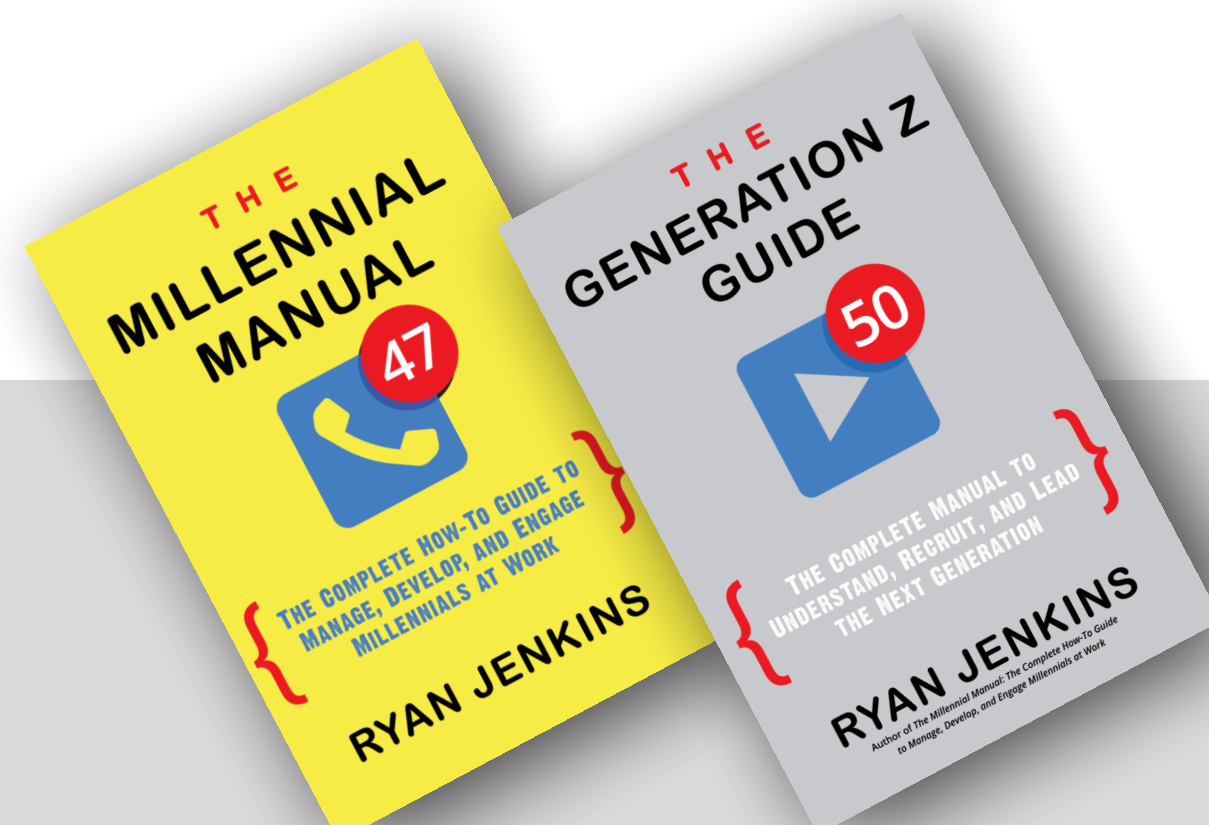
 Clarify the Emotional Intent

 Use Video to Engage Buyers

### BUYING

 Enhance the Buyer Experience

 Position Yourself as the Authority



[www.ryan-jenkins.com](http://www.ryan-jenkins.com)

A “This is always how we’ve done it” mindset is...  
a slippery slope to  
**irrelevance.**

---



**BORDERS**



---

Prioritize **WHY**  
over the **WAY**

# THANK YOU



ryan@ryan-jenkins.com

@theryanjenks

# REFERENCES

---

- Human Life Span 2019: <https://en.wikipedia.org/wiki/Human> and [https://en.wikipedia.org/wiki/Life\\_expectancy](https://en.wikipedia.org/wiki/Life_expectancy)
- Pew Research Center, 2018: Defining Generations: <http://www.pewresearch.org/fact-tank/2018/03/01/defining-generations-where-millennials-end-and-post-millennials-begin/>
- Deloitte, 2018 Millennial and Gen Z Survey: <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>
- Inc, 2018: How to Be an Employer of Choice for Generation Z: <https://www.inc.com/ryan-jenkins/how-to-be-an-employer-of-choice-for-generation-z.html>
- Wikipedia, 2018: Demography of the United States: [https://en.wikipedia.org/wiki/Demography\\_of\\_the\\_United\\_States](https://en.wikipedia.org/wiki/Demography_of_the_United_States)
- Census Reporter, 2017: United States: <https://censusreporter.org/profiles/01000us-united-states/>
- Deloitte, 2017 Millennial Survey: <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-deloitte-millennial-survey-2017-executive-summary.pdf>
- EY, 2018: International Intern Survey: <https://www.prnewswire.com/news-releases/failure-drives-innovation-according-to-ey-survey-on-gen-z-300714436.html>
- Inc, 2018: Companies Who Do These 8 Things Will Attract Generation Z: <https://www.inc.com/ryan-jenkins/companies-who-do-these-8-things-will-attract-generation-z.html>
- NSHSS 2018 Career Interest Survey: <https://www.nshss.org/media/30882/nshss-2018-careersurveyv6b.pdf>
- Inc, 2018: 6 Reasons to Be an Inclusive Leader: <https://www.inc.com/ryan-jenkins/6-reasons-to-be-an-inclusive-leader.html>
- Bloomberg, 2018: Gen Z to Outnumber Millennials: <https://www.bloomberg.com/news/articles/2018-08-20/gen-z-to-outnumber-millennials-within-a-year-demographic-trends>
- Gen Z @ Work: How the Next Generation Is Transforming the Workplace, by David Stillman and Jonah Stillman. 2017. HarperBusiness.
- Inc, 2018: How to Be An Inclusive Leader in 6 Steps: <https://www.inc.com/ryan-jenkins/how-to-be-an-inclusive-leader-in-6-steps.html>
- Harvard Business Publishing, 2018: State of Leadership Dev Report: [http://www.harvardbusiness.org/sites/default/files/PDF/20853\\_CL\\_Infographic\\_Millennials\\_June2018.pdf](http://www.harvardbusiness.org/sites/default/files/PDF/20853_CL_Infographic_Millennials_June2018.pdf)
- National Society of High School Scholars (NSHSS), 2018: <https://www.nshss.org/media/30882/nshss-2018-careersurveyv6b.pdf>
- Rainmaker, 2018: The Voice of Generation Z: <http://rainmakerthinking.com/the-voice-of-generation-z---media-page>
- Inc, 2018: Companies Who Do These 8 Things Will Attract Gen Z <https://www.inc.com/ryan-jenkins/companies-who-do-these-8-things-will-attract-generation-z.html>
- Inc, 2017: Complete Guide to Who Is Generation Z: <https://www.inc.com/ryan-jenkins/complete-guide-to-who-is-generation-z.html>
- Inc, 2017: Generation Z vs Millennials <https://www.inc.com/ryan-jenkins/generation-z-vs-millennials-the-8-differences-you-.html>
- Inc, 2017: The Complete Story of the Millennial Generation: <https://www.inc.com/ryan-jenkins/the-complete-story-of-the-millennial-generation.html>
- Gallup, How Millennials Want to Live and Work: <https://news.gallup.com/reports/189830/e.aspx>
- The Center for Generational Kinetics, 2018: The State of Gen Z: <https://genhq.com/generation-z-research-2018/>

# DISCLAIMER

---

The logos used in this presentation are the property of the respective third parties.