

The Irreversible Impact of Inbound on Salespeople and Sales Methodology



circa 1995



Never Takes NO...
Aggressive
Money Motivated
Competitive
Gift of Gab



PoopBags

Biodegradable bags - Sacs biodégradables

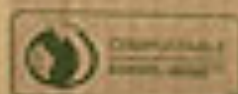
Haschemaly degrades into CO₂ & H₂O
Se décompose en CO₂ et H₂O



PoopBags

Compostable bags - Sacs compostables

Haschemaly dissolves in soil in as little as 40 days
Se décompose en seulement 40 jours



6 bags
25 ml



Networked
Referral
Connected
Thought Leader
Advisor Relationships





INBOUND MARKETING



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INBOUND MARKETING



Outbound
Philosophy

Inbound
Philosophy

INTERRUPTS



INTERESTED



INTRUSIVE



INTENT



IMPERSONAL



INDIVIDUAL



INSINCERE



INTEGRITY





WHAT'S
NEXT?

Sales still has some catching up to do

Are they sharing and taking about the right things in the right way at the right time? **(Interest)**

Do they care about the right stuff? **(Intent)**

Are they adjusting/customizing what they say based on who they are speaking with? **(Individualized)**

Do they really believe in what they do? **(Integrity)**

The background image shows a group of people in a modern office or lounge setting. They are seated around a table, engaged in conversation. Large windows in the background offer a view of a city skyline with various skyscrapers. The entire scene is overlaid with a semi-transparent blue filter. The text is white and centered.

Imagine a world where.....

There is a genuine interest in YOU so you are only talking about things/items and services that could actually be of value to you!

A photograph of a business meeting in a modern office. Five people are seated around a low table, engaged in discussion. The office has large windows overlooking a city skyline and a body of water. The scene is dimly lit, with the primary light source being the natural light from the windows. The overall color palette is cool, dominated by blues and greys.

Imagine a world where.....

You feel more like you are being helped than being sold something!

A group of business professionals are silhouetted against a large window in a modern office. They are sitting around a table, working on laptops. The window provides a view of a city skyline and a body of water. The scene is dimly lit, with the primary light source being the window, creating a professional and focused atmosphere.

Imagine a world where.....

**Every solution is customized and tailored to what
you need and expect!**

A group of people are silhouetted against a large window in a modern office. They are sitting at a long table, looking out at a city skyline across a body of water. The scene is dimly lit, with the primary light source being the window. The text is overlaid on the upper half of the image.

Imagine a world where.....

**The person you deal with has a true passion and an
unshakeable belief in their product or service!**

Who Really Benefits?

- **Buyers/Consumers/Us**
- **Companies**
- **Sales People**



**WHY SHOULD
SALES BUY “IN”**

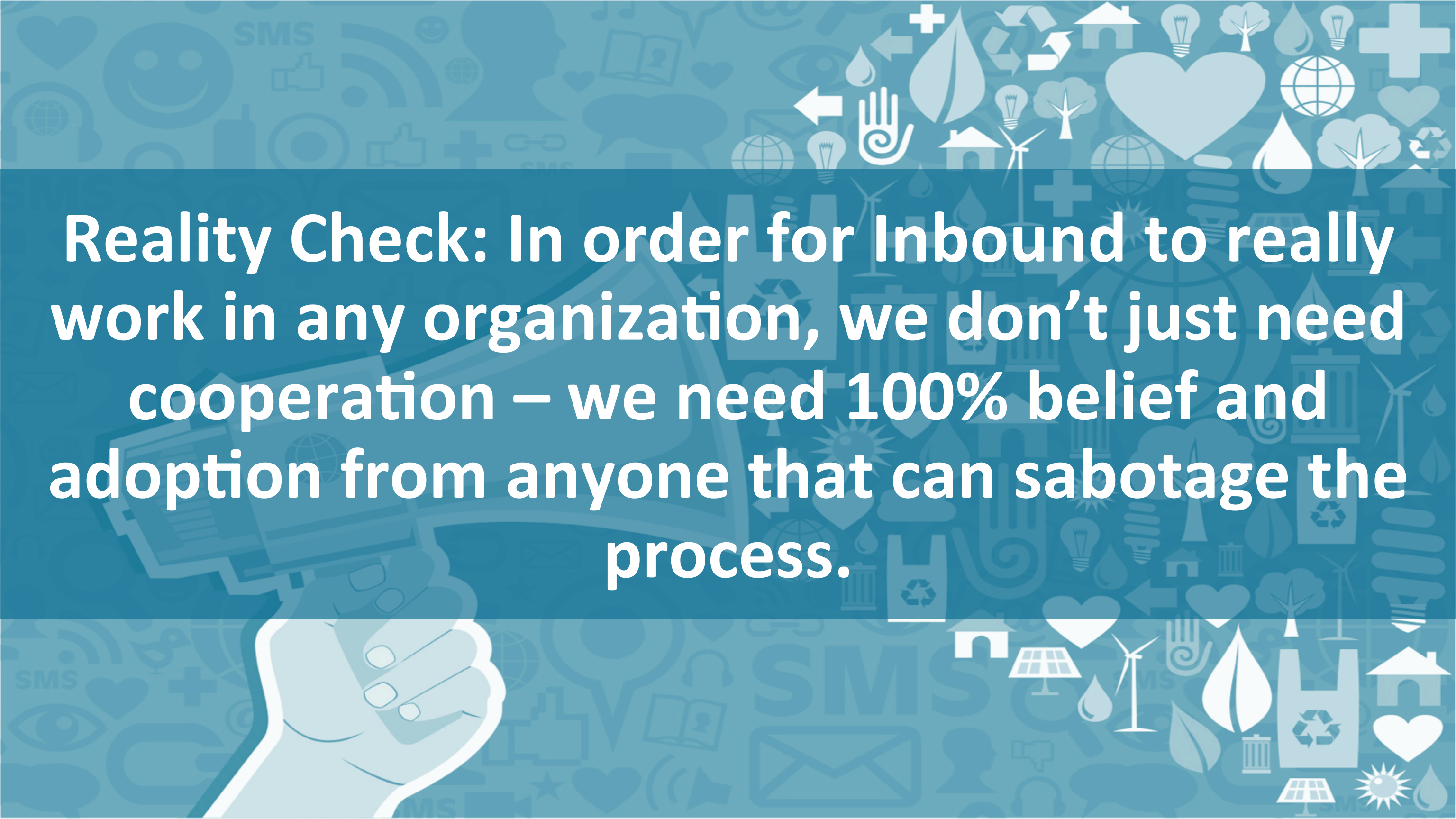


IMMEDIATELY?





Where is the return on our Investment?

The background is a solid blue color with a dense collage of white icons. These icons include various symbols such as hearts, lightbulbs, recycling arrows, a globe, a hand with a palm up, a leaf, a house, a wind turbine, a water drop, a thumbs up, a speech bubble, a person silhouette, a plus sign, a minus sign, a magnifying glass, a mail envelope, a star, a gear, a Wi-Fi signal, a smartphone, a document, a book, a speech bubble with a heart, a speech bubble with a plus, a speech bubble with a minus, a speech bubble with a checkmark, a speech bubble with an X, a speech bubble with a question mark, a speech bubble with an exclamation mark, a speech bubble with a smiley face, a speech bubble with a sad face, a speech bubble with a neutral face, a speech bubble with a surprised face, a speech bubble with a happy face, a speech bubble with a angry face, a speech bubble with a disgusted face, a speech bubble with a shocked face, a speech bubble with a scared face, a speech bubble with a determined face, a speech bubble with a confident face, a speech bubble with a proud face, a speech bubble with a humble face, a speech bubble with a modest face, a speech bubble with a generous face, a speech bubble with a kind face, a speech bubble with a caring face, a speech bubble with a loving face, a speech bubble with a compassionate face, a speech bubble with a empathetic face, a speech bubble with a understanding face, a speech bubble with a tolerant face, a speech bubble with a patient face, a speech bubble with a forgiving face, a speech bubble with a merciful face, a speech bubble with a gracious face, a speech bubble with a generous face, a speech bubble with a kind face, a speech bubble with a caring face, a speech bubble with a loving face, a speech bubble with a compassionate face, a speech bubble with a empathetic face, a speech bubble with a understanding face, a speech bubble with a tolerant face, a speech bubble with a patient face, a speech bubble with a forgiving face, a speech bubble with a merciful face, a speech bubble with a gracious face.

Reality Check: In order for Inbound to really work in any organization, we don't just need cooperation – we need 100% belief and adoption from anyone that can sabotage the process.



THANK YOU

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“the sales archaeologist”

