

WHO IS LINDA BROWN?

VP Sales LevelTen Energy

Career: IBM, ABB, Uplight, SaaS Unicorn, CSO Startup

Enterprise Sales, Customer Success, Big Deal Navigation

Sales Advisor, Coach





WHO IS DR. STEPHEN TIMME

Founder and President FinListics Solution

Co-author of the Amazon Best Seller "Insight-Led Selling, Adopt an Executive Mindset, Build Credibility, Communicate with Impact

Board of Directors, Sunshine on a Ranney Day, and Camp Trach Me Away

FinListics.com



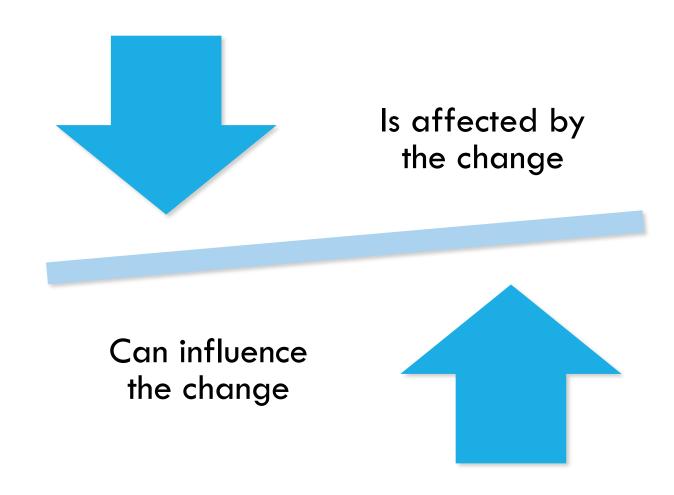
3

WHAT IS THE INFLUENCE MAZE

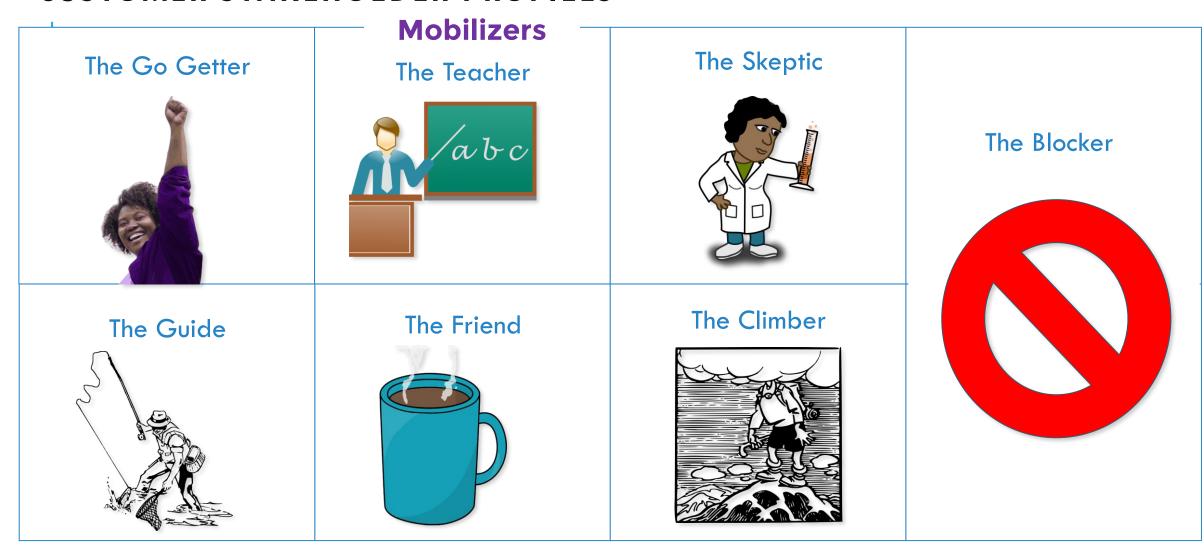
How many people are involved in making decisions in your business?



WHAT IS A STAKEHOLDER?



CUSTOMER STAKEHOLDER PROFILES*



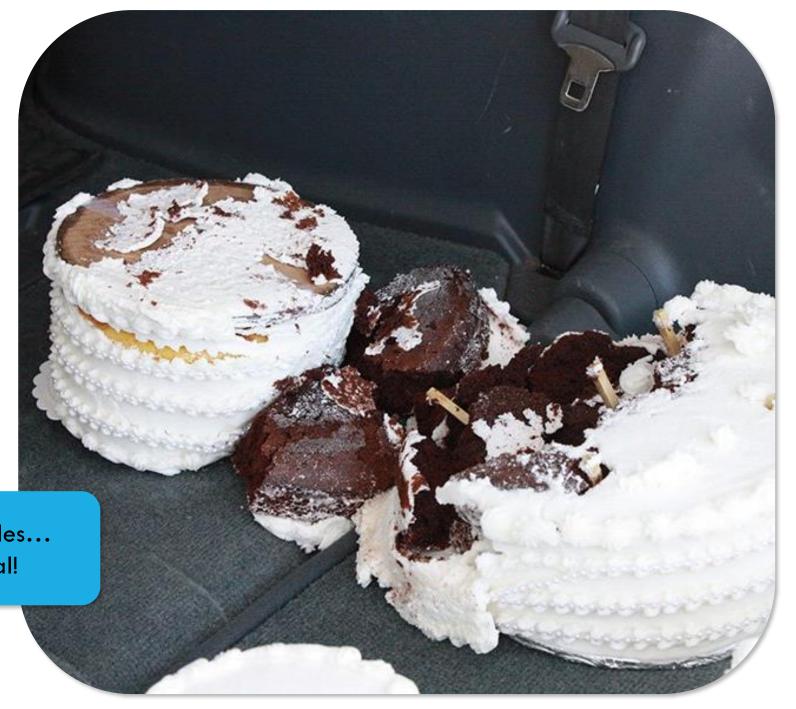
Source: "Challenger Customer, Selling to Hidden Influencer Who Can Multiply Your Results", Brent Adamson, Matthew Dixon, Pat Spenner, and Nick Toman

Talkers

HOW MANY LEVELS OF STAKEHOLDERS SHOULD I MAP?

C-Suite VPs Manager/Director

If the bottom crumbles... so does your deal!



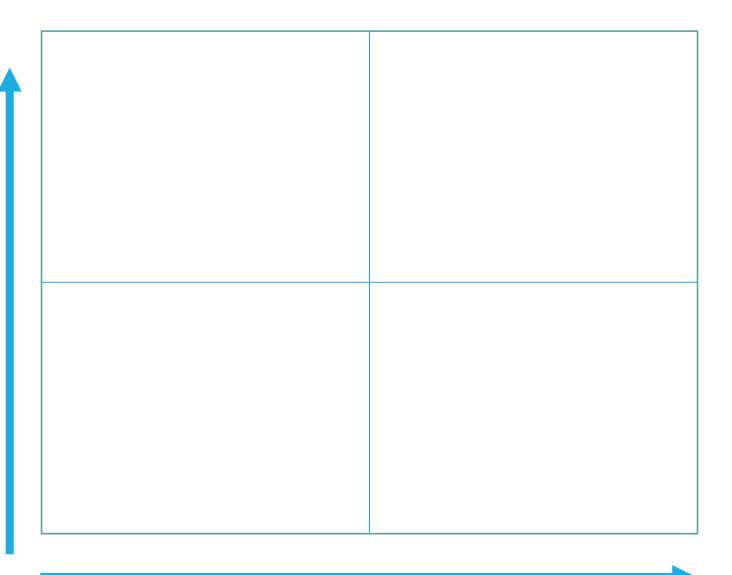
POLL #1

How confident are you in talking to executives?

- A. Very confident
- B. Progress being made
- C. Needs serious help

STAKEHOLDER INFLUENCE MAP

Influence



Interest



SCENARIO

Consumer Products company: personal care – bar soaps, shower gels, deodorants, antiperspirants, and shampoos, conditioners.

Revenue: around \$1 billion

Initiative:

Digital transformation: accelerating digital penetration and capabilities to
 Accelerate Frictionless Commerce.

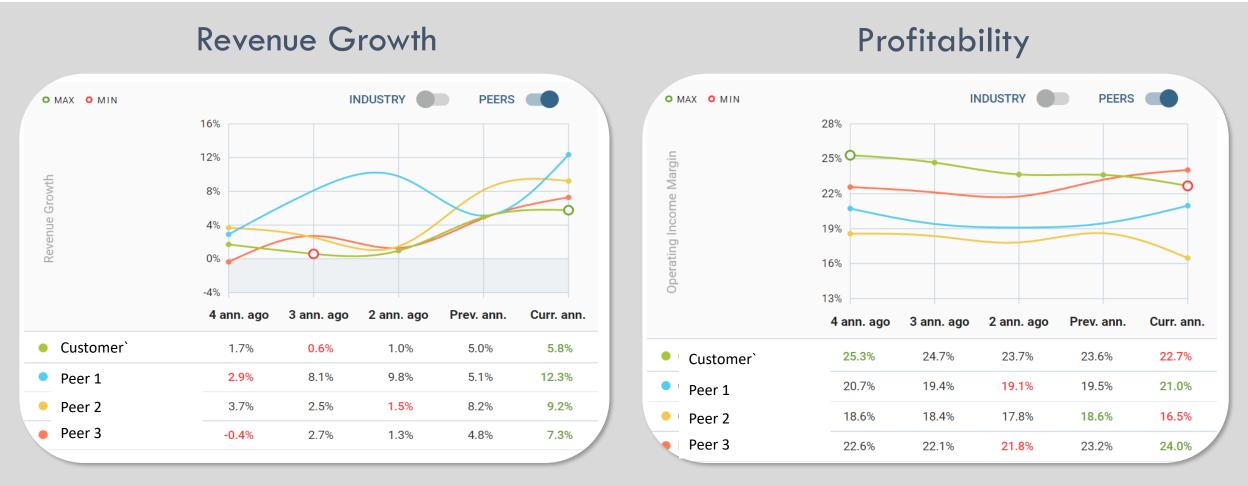
Sellers Solutions:

Digital eCommerce

IT TAKES A VILLAGE

Product Sales & Marketing Consultant Development **GOAL: Grow Revenue by** Production **Customer Care Accelerating Frictionless** Commerce Distribution & Information Logistics **Technology** CFO

HOW IS THE COMPANY PERFORMING?



Source: FinListics Solutions, ClientlQ

STAKEHOLDER INFLUENCE MAP

Roles:

D - Decision Maker

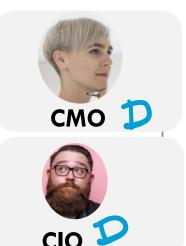
A - Approver

I - Influencer

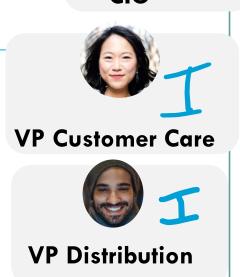


Influence









STAKEHOLDER INFLUENCE MAP

Influence

Roles:

D - Decision Maker

A - Approver

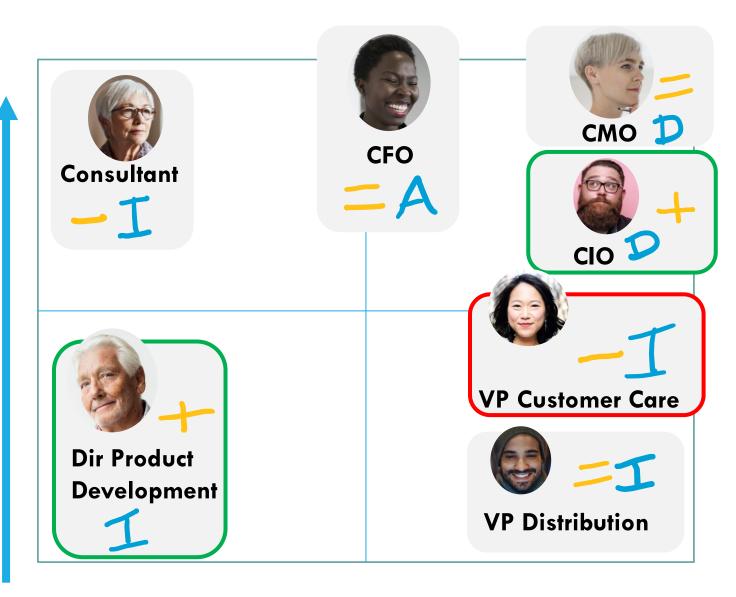
I - Influencer

Mobilizer: C

Blocker:

Opinion:

- + Supporter
- Neutral
- Detractor





STAKEHOLDER INFLUENCE MAP

Roles:

D - Decision Maker

A - Approver

I - Influencer

Mobilizer:

Blocker:

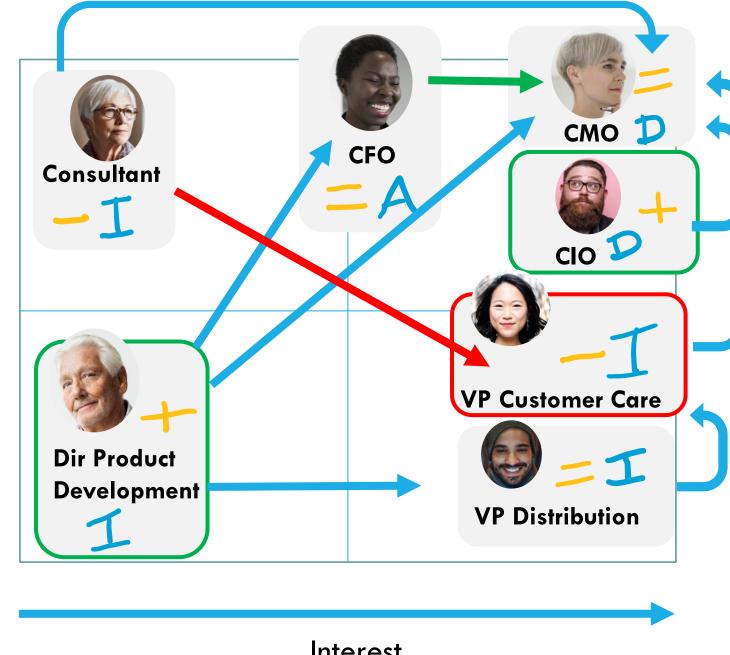
Influences

Defers to

Antagonizes



Influence



Interest

POLL #2

How often does your sales team create something similar to the stakeholder influence map?

- A. Often
- B. Sometimes
- C. Less than sometime

HOW ARE EXECUTIVES BONUSED?*



^{*}Source: Company's Proxy Statement

EXAMPLE OF STAKEHOLDERS' INITIATIVES & KPIS

Marketing

Capture growth of direct-toconsumer and subscription services via digital marketing/social media

Deploy cross-channel campaigns to engage, upsell, and cross-sell with targeted offers

Expand e-commerce presence by partnering with global players (e.g. Amazon)

I/T

Adopt cloud platform to enhance time-to-market, innovation and omnichannel capabilities

Create a focused direct-tocustomer relationship with apps to customize digital experiences

Create geo-located mobile targeting services to drive footfall to stores

Customer Care

Offer self-service chatbot technology and virtual agent tools to personalize and speed up customer service

Partner with retailers to create enjoyable in-store experience

Pursue digital tools to enhance supplier/buyer engagement and collaboration

Distribution & Logistics

Develop direct-to-consumer strategy (e.g., shipping friendly packaging, warehousing, fulfillment capabilities)

Explore micro-fulfillment solutions or working within retailers' fulfillment networks

Minimize stockout losses with automated and digital inventory management

Unique KPIs

Initiatives

- •Campaign response rate
- •# Campaigns
- •ROMI

- •IT projects completed on time/on budget
- Usage
- •IT allocated for growth/transformation
- •First-time resolution
- Time to resolution
- •NPS

- •Customer order cycle time
- •Perfect order completion
- Stockouts

Common KPIs

Customer Churn, Cross-sell/Upsell, New Customer, & Online Sales

VALUE OF SOLUTIONS

Financial Goal / KPI	Improvement			Power of Improvement (Millions)	
* - Custom Item	CONSERVATIVE	AGGRESSIVE		CONSERVATIVE	AGGRESSIVE
Increase Revenue	+ 1 %		\rightarrow	10.00	
New Customers	+ 3 %	+ 5 %	\rightarrow	4.20	- 7.00
Online Sales (i)	+ 3 %	+ 5 %	\rightarrow	3.60	- 6.00
Cross-Sell/Up-Sell	+ 3 %	+ 5 %	\rightarrow	2.70	- 4.50
Customer Churn (i)	+ 3 %	+ 5 %	\rightarrow	2.00	- 3.33
Total for KPIs * Revenue KPI improvement values reflect improvement to revenue.				12.50	- 20.83

Source: FinListics Solutions, ClientlQ

TRACK THEM ALL DOWN AND WIN THEM ALL OVER?



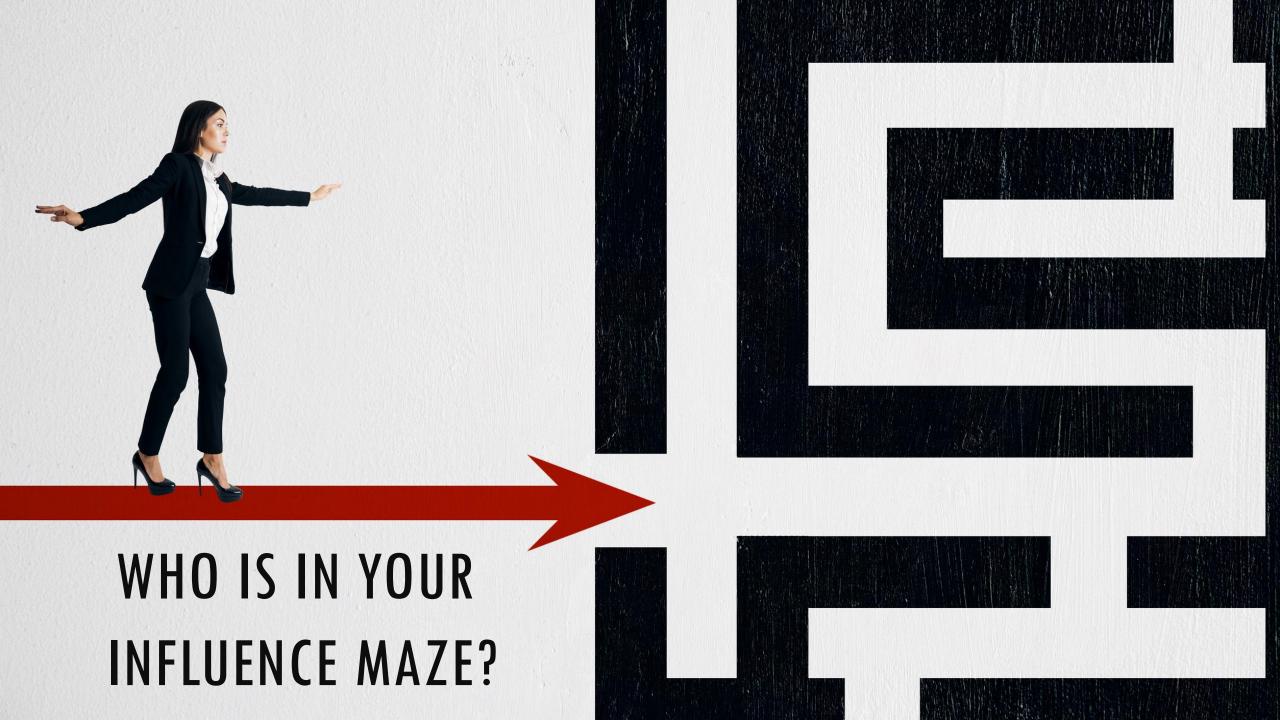
Leverage your mobilizers

- Neutralize blockers
- Build consensus



QUESTIONS?





Linda Brown at

<u>linda@rowninc.com</u> to fill out contact form <u>linda@lindabrowninc.com</u>

LinkedIn: https://www.linkedin.com/in/lindaebrownsales



STAY IN TOUCH

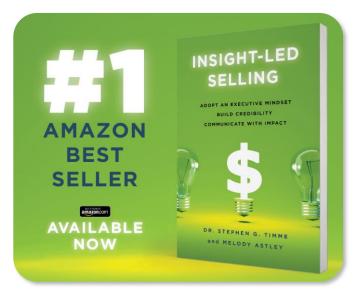


STAY IN TOUCH



www.finlistics.com





"ABCs of Insight-Led Selling"



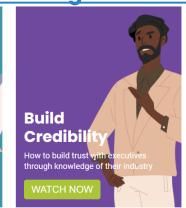
FinListics Solutions



@finlistics









Copyright © 2022, FinListics Solutions