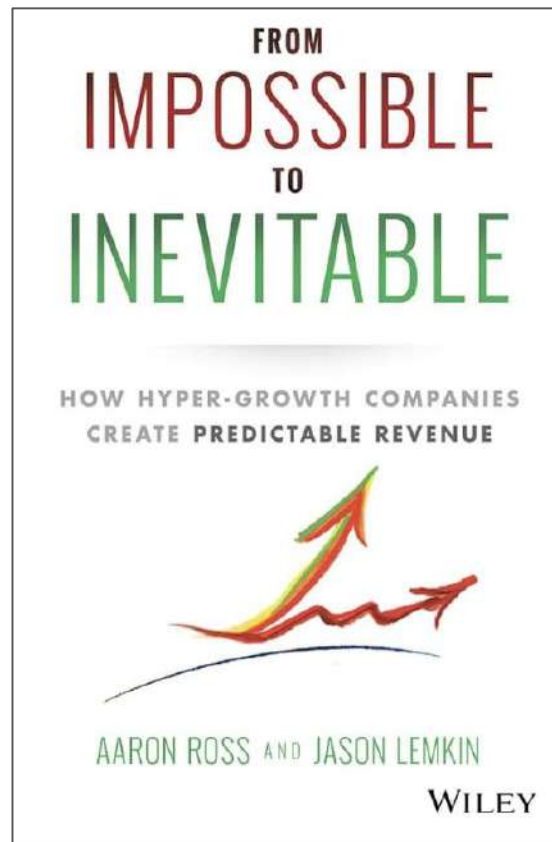
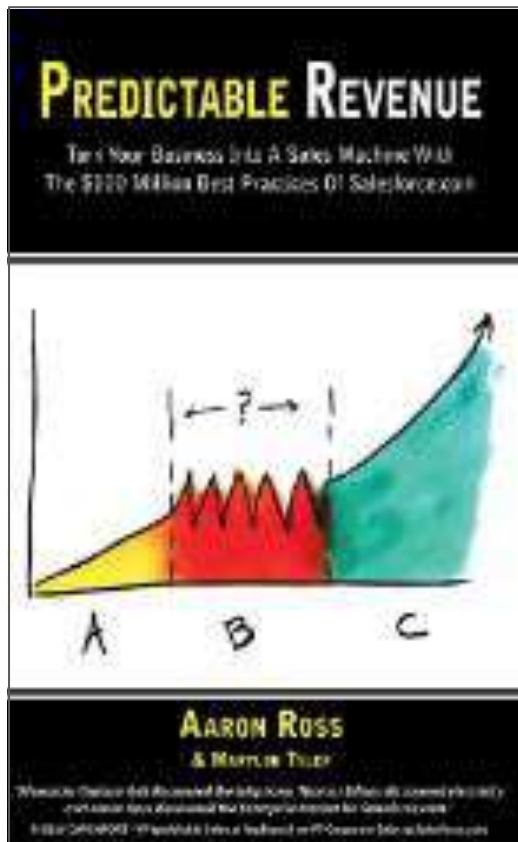


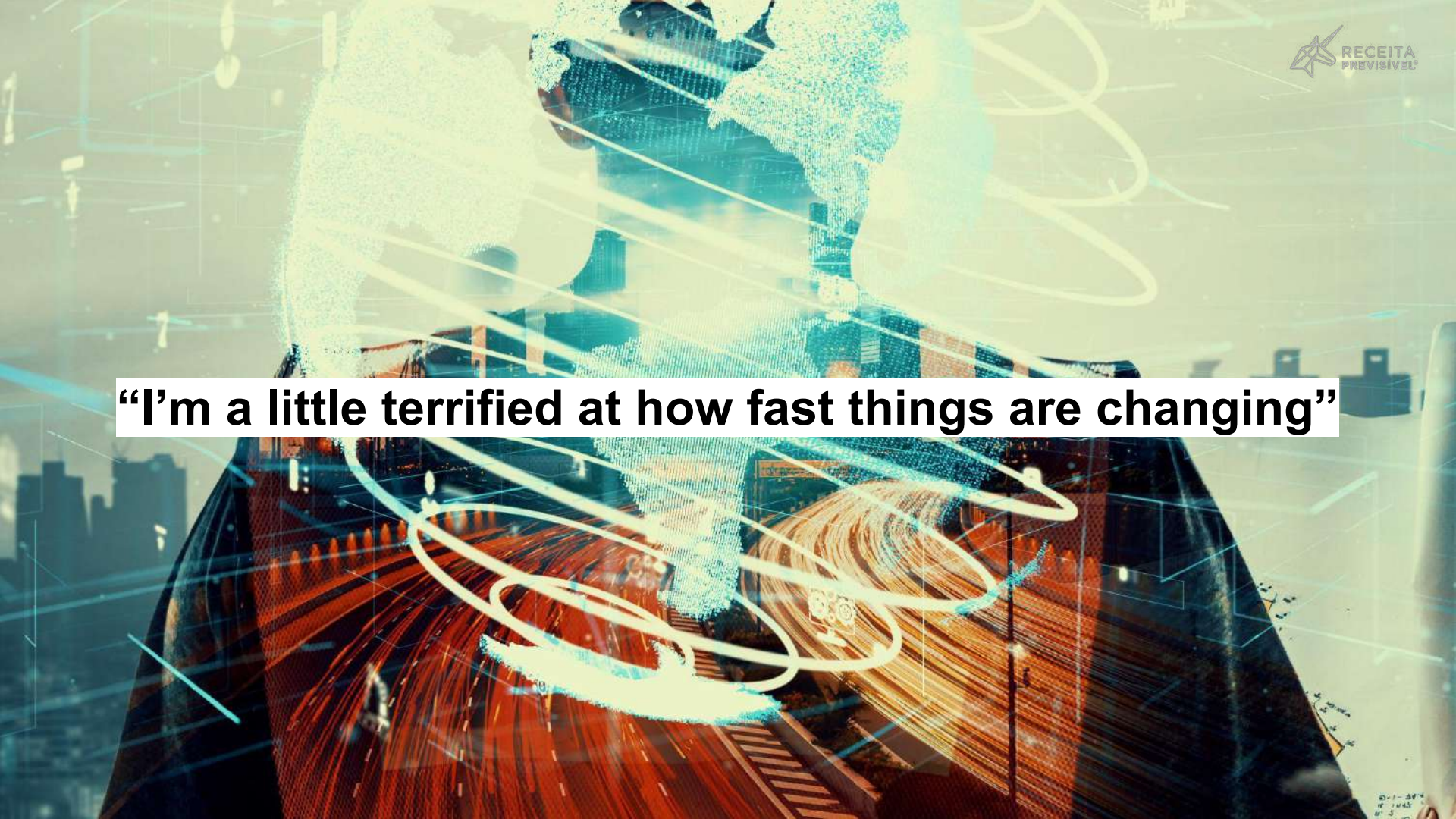
Predictable Revenue in an Unpredictable World

(Or is it the end of predictability?)









“I’m a little terrified at how fast things are changing”



Lower SDR and marketing response rates



Buyers unresponsive to salespeople



Longer, more complex sales cycles



Higher churn



Proven playbooks aren't working anymore



Buyers want more “proof this will work”

Why?

Permanent:

Tech & Information Obesity

Generational Changes

Rising Chaos & Costs

“I’m standing at the edge of a cliff”

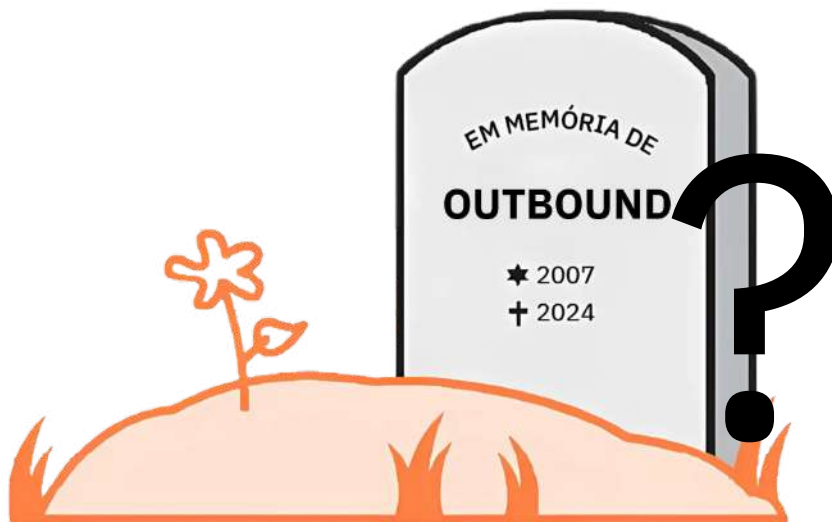
Temporary:

Growth Hangover



How much is due to the slowdown, vs permanent changes?

IS PREDICTABLE REVENUE DEAD?



IS PREDICTABLE REVENUE DEAD?

- † High Response Rates
- † Referral Emails

***Tactics
(Dead)***

- ★ Outbound Prospecting
- ★ Specialization of Roles
- ★ Seeds / Nets / Spears
- ★ Team Collaboration & Respect
- ★ Systematizing (even in Management)
- ★ Leveraging Relationships

***Principles
(Alive & Well)***

GROWING IN AN UNPREDICTABLE WORLD



STICKING TO THE STANDARD PLAYBOOKS ISN'T WORKING...

MAIN PAINS OF SALES MANAGERS AND ENTREPRENEURS IN WORLD

Results are declining universally.

No clear solution in sight.

Morale is low; pressure and anxiety are rising.

Executive and investor pressure compounds the problem.

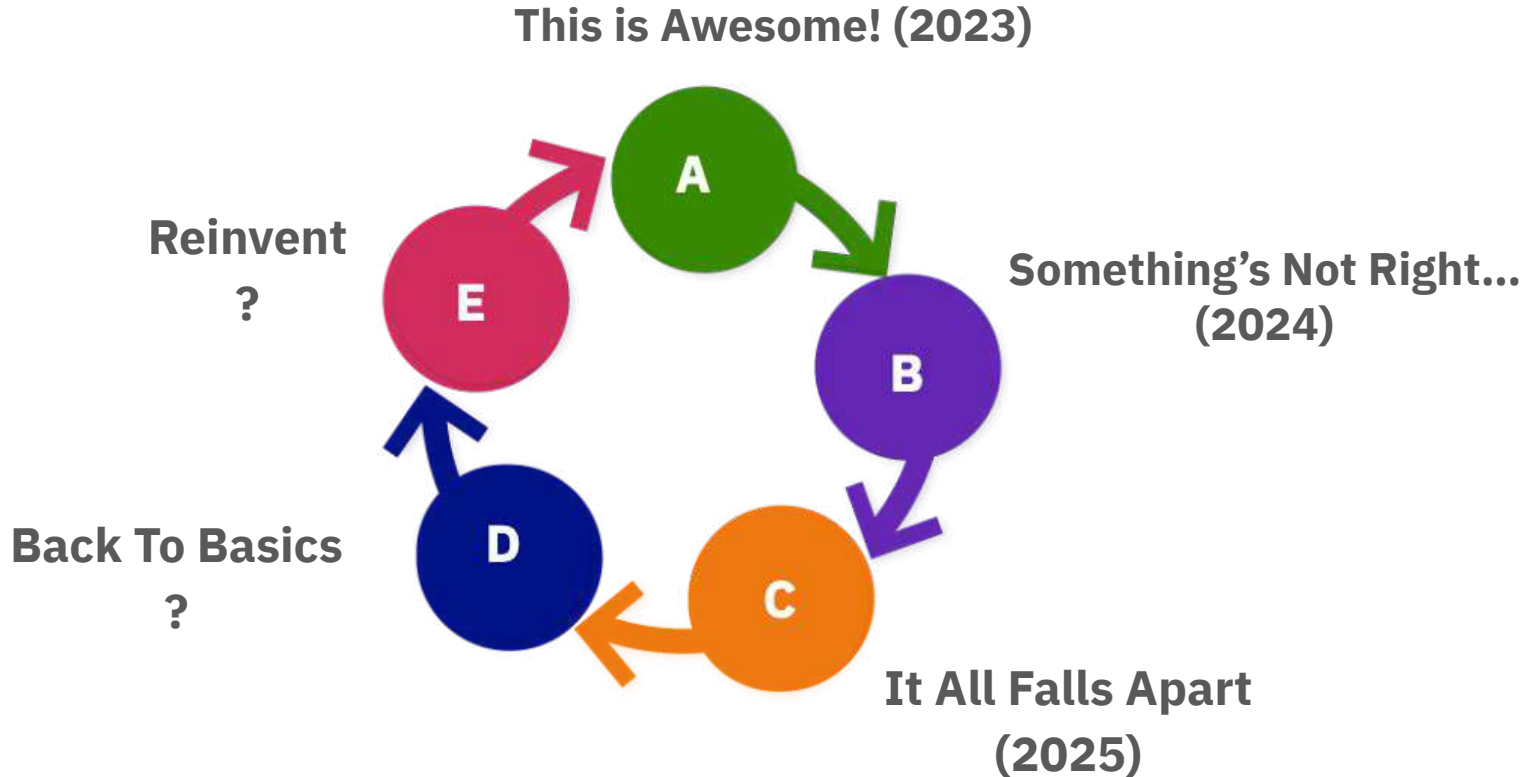
Everyone online seems to be thriving, but is it real?



IN A WORLD OF AI (AKA INFINITE COPYCATTING)

Copying successful ideas is becoming faster and cheaper.
Surrounded by even more noise and imitation,
the challenge is to stand out.

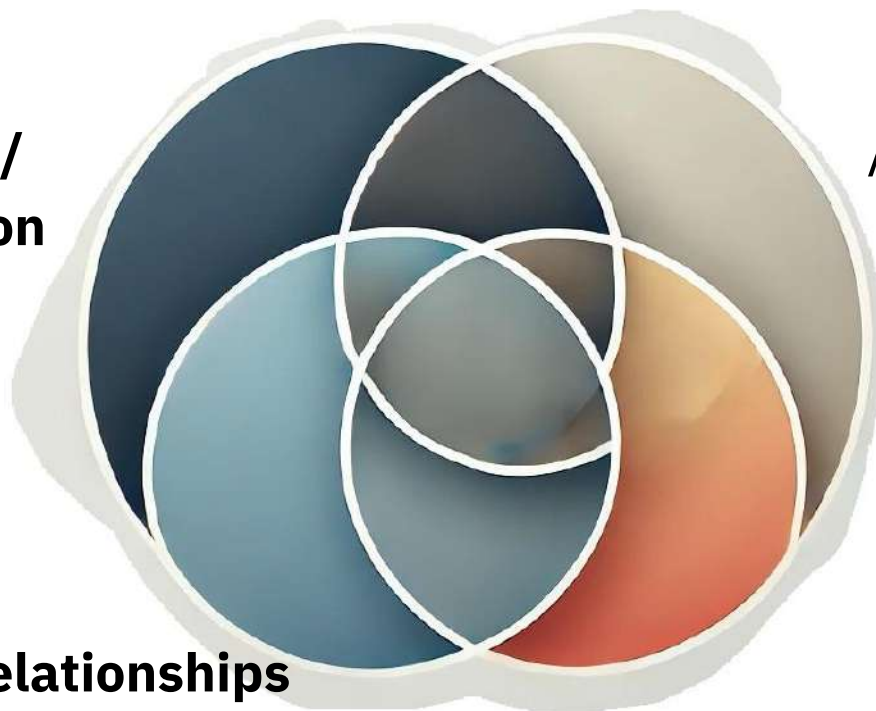
Cycle of Destructive Creation: AI



How Will YOU Stand Out?

**Constant
innovation /
improvisation**

Moats (Unique
Assets or Expertise)



Relationships
(trust, loyalty, audience, reputation)

YOU



Organizing & Planning

Analyzing

“Getting It Done”

Logic

Attention to detail & facts

Associate Cause & Effect

Grasp “Date / Time / Location”

“Doing”

Transactions

Visualization

Imagination

Breakthroughs / “New”

Empathy, Compassion, Emotion

Hunches, Intuition

Metaphors

Spiritual Connection

“Being”

Relationships

Strengthen Your Right Side With...

Creating Art, Writing, Poetry, Music

Theatre & Drama

Visualization

Games, Exploration, Spontaneity

Big Picture Thinking

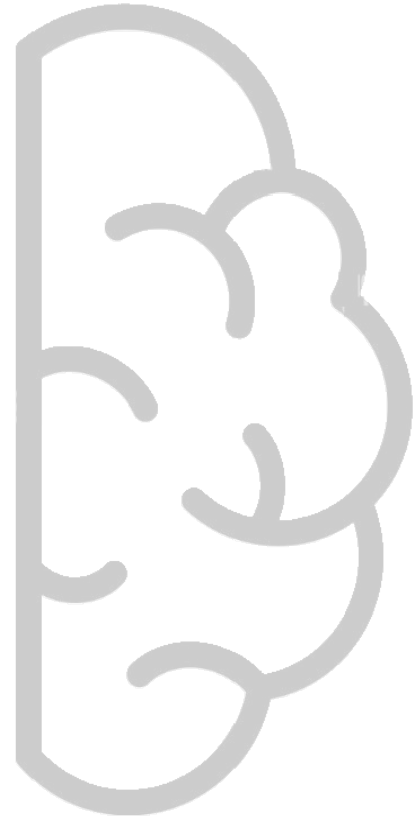
Nature

Non-Dominant Hand

Emotional Smarts

Music

Deep Conversations



My Callings

New Books, Speaking
(Money, People, Relationships)

Partnering

Writing/Drawing Fiction

Nature

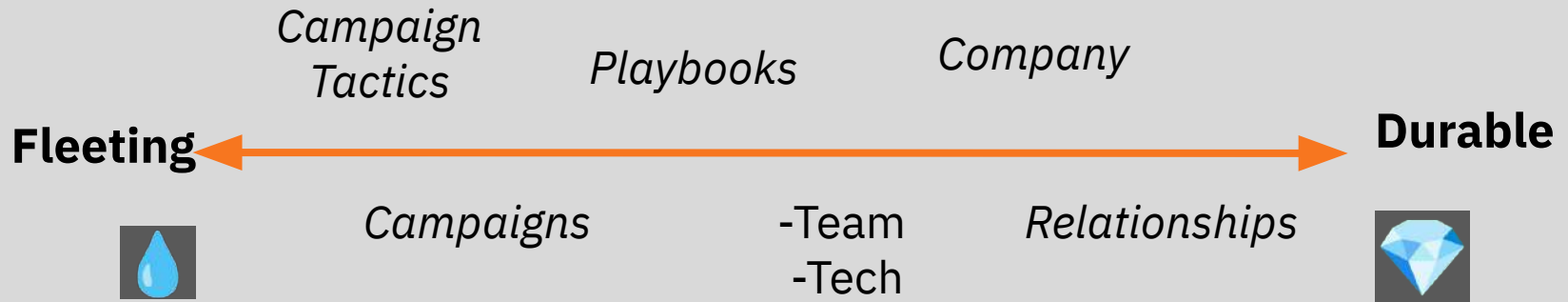
Building Stuff

Exercise

Curiosity, Creativity, Feelings



ANXIETY DRIVES PEOPLE TO FLEETING SOLUTIONS



What's Working To Generate Leads Today

- “Warm Outbound”
- Signal-based selling
- Micro-Campaigns
- Automated Outbound at Scale
- Cold Calling
- Founder-Led Content

*Sometimes. For now.
But how durable are they?*

When your program isn't working well...

the worst plan is “do more” or “work harder”

But that is our default as humans
when we are in “fight or flight”

Why I created the Seam at Salesforce.Com,
Sales Tess Coom, at Salesforcc.

WHY
THE TEAM THE
SALES TEAM
at Salesforce.com

AND THE
**PREDICABLE
REVENUE**
— AND THE —

THE
PREDICABLE
REVENUE

SALESFORCE.COM



1.10.0M



Original
ONLY CHARTER



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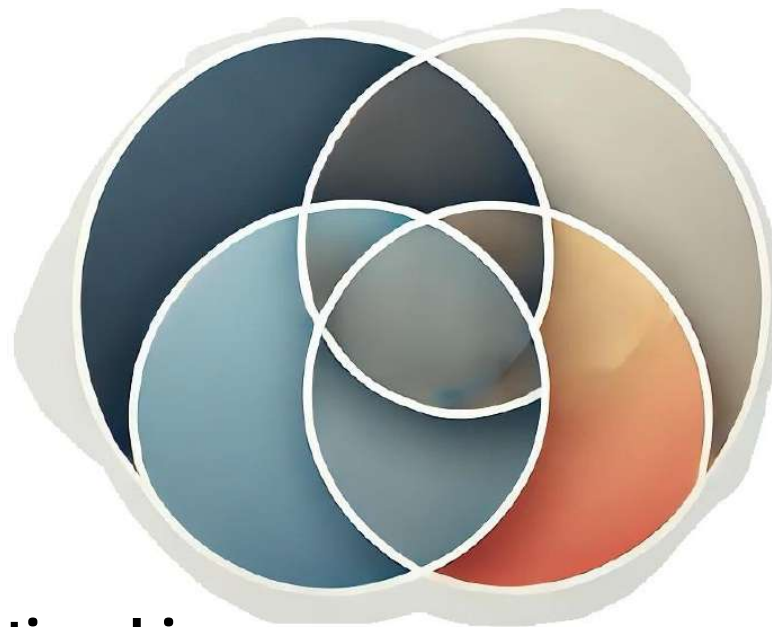


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How Will YOUR COMPANY Stand Out?

**Constant
innovation /
improvisation**



Moats (Unique
Assets or Expertise)

Relationships
(trust, loyalty, audience, reputation)

**You & Your
People**

NO MATTER WHAT HAPPENS IN THE FUTURE

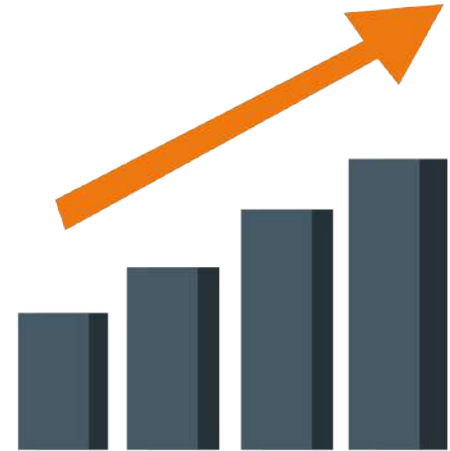
A couple stands inside a large, transparent sphere on a beach at sunset. The sphere is perfectly circular and reflects the bright sun and the surrounding landscape. The couple, seen from behind, are holding hands and looking out at the ocean. The water is calm, and the sky is a mix of blue and orange. The overall mood is peaceful and hopeful.

RELATIONSHIPS WILL ALWAYS CUT THROUGH THE NOISE

Sometimes the Longer Road is
the Faster Road



=



Relationship + Systems

Durable Growth

Relationship Systems: Slower to Build the Flywheel, But Durable

Amplify Existing

- Internal Relationships
- Sales Relationships
- Meeting customers in person
- Personal content
- In any context: *be interested and/or interesting*

Build New

- Communities (build / sponsor)
- Partners & Ecosystems
- Systematic Customer Referrals
- Events
- Influencers / Ambassadors

5 Programs For Enduring Growth

#1: Internal Relationships (Your Culture)

What are leaders modeling to the team?

What is the team modeling to customers?

Is it too strict? Too loose?

Or a balance of care and challenge?



#1: Internal Relationships (Your Own Culture)

Sample Tactic: Online Poll

- eNPS: “On a scale of 1-10, how likely would you recommend a friend work here?”
- “What’s working and not working here?”
- “If you were in charge, what would you do differently?”

#2: Sales Relationships



SALES RELATIONSHIPS NEED TO CHANGE

Over-promise to close the deal

Selfishly Selling

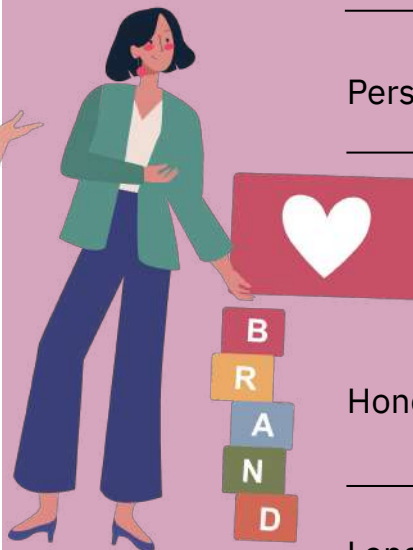
Generational changes in
buyers and sellers

AI increasing fear, uncertainty, doubt

Unsure how to fix the problems



BEFORE



**TODAY AND
FUTURE**

Sell for renewal

Personal entrepreneurship

Expertise to be more valuable

Honesty, even if the deal is lost

Long-lasting relationships

#2: Sales Relationships

Example 1: Enterprise

- Fewer, more developed & credible salespeople
- Detailed Learning & Development plan for sales, relationship, mindset skills
- New name: “Global Solutions Providers”
- Re-evaluate SDR team
- Remove Sales Engagement Tool

#2: Sales Relationships

Example 2: SMB

- Changed 'Customer Success' to "Business Coaches"
- Spoonfeed clients with micro-content
- Move prospects quickly to Whatsapp
- Top salespeople don't have sales experience:
 - 1) Fresh with attitude and energy, or
 - 2) Mature with life skills and people confidence

Building A Relationship: Trust & Momentum

- Just because you can sell a deal, or even a big one upfront, doesn't mean you should. **Só porque você pode vender um negócio, ou até um grande negócio antecipadamente, não significa que deva.**
- Desperate, confused, or overly excited buyers often sign without understanding implementation. **Compradores desesperados, confusos ou muito empolgados muitas vezes assinam sem entender a implementação.**
- Sellers under pressure oversell, leaving Customer Success to pick up the pieces. **Vendedores sob pressão vendem demais, deixando o Sucesso do Cliente lidar com as consequências.**
- The new mantra: Sell to Renewal — will the account gain positive momentum over the next year?
O novo mantra: Vender para a Renovação — a conta terá um impulso positivo no próximo ano?



#3: Events



#4: Systematic Referrals



#4: Systematic Referrals [I need a name for this...]

- 1) Relationship owner identifies best clients
- 2) Salespeople make lists of related prospects
- 3) Relationship owner asks customer to help
 - Overcomes “Ask Anxiety”
 - *“Hey I see you are connected to these 1-2 people. I helped you with ‘Problem X’, they likely have the same problem. Would you introduce me to these people?”*
- 4) Customer makes the introduction
- 5) And repeat

Also required: metrics, tracking, compensation splits, technology...



#5: Publish Personally

It's hard

How can you reduce friction?

- Get help
- Use an Interview format
- Lots of AI tools
- Focus on one medium
- Focus on one channel

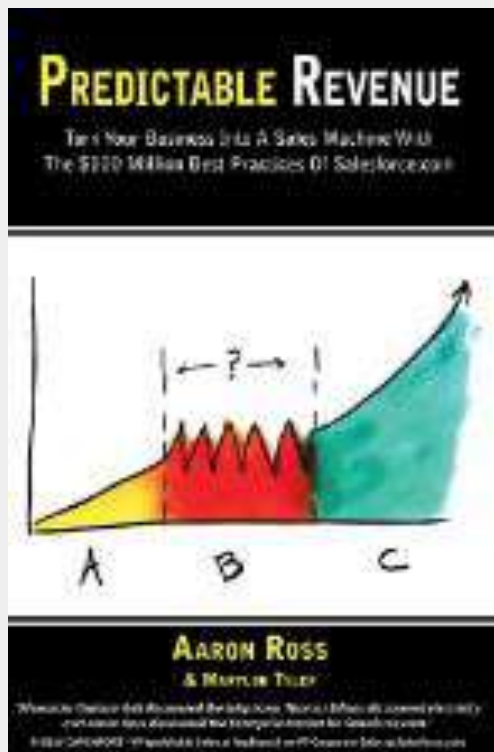


Lastly - Follow Your Hunches!

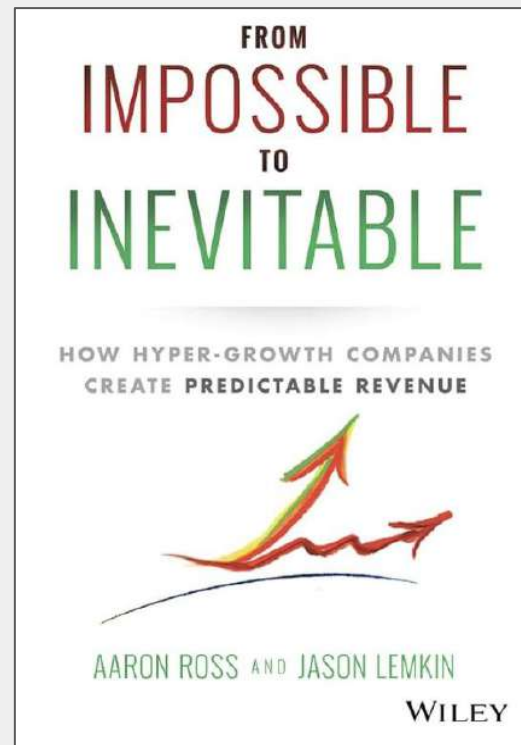
- “Data-driven” works when the future is similar to the past
- Use data and AI, but don't delegate decisions to them

Predictable Revenue In An Unpredictable World

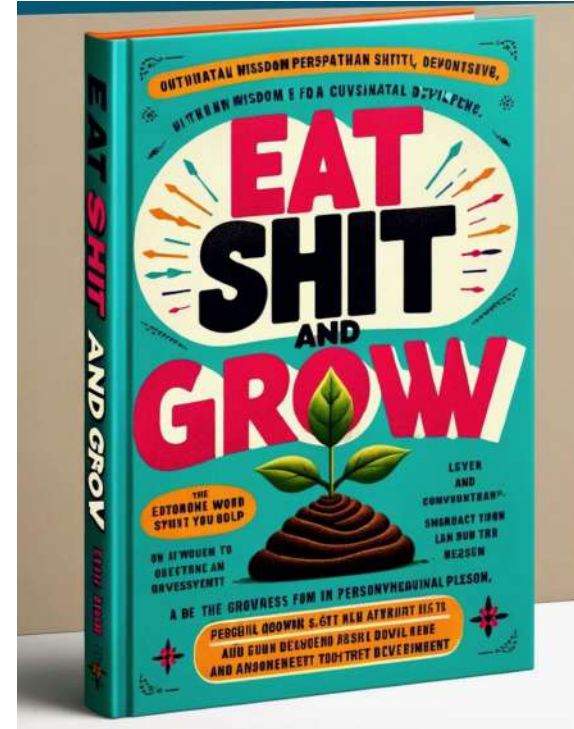
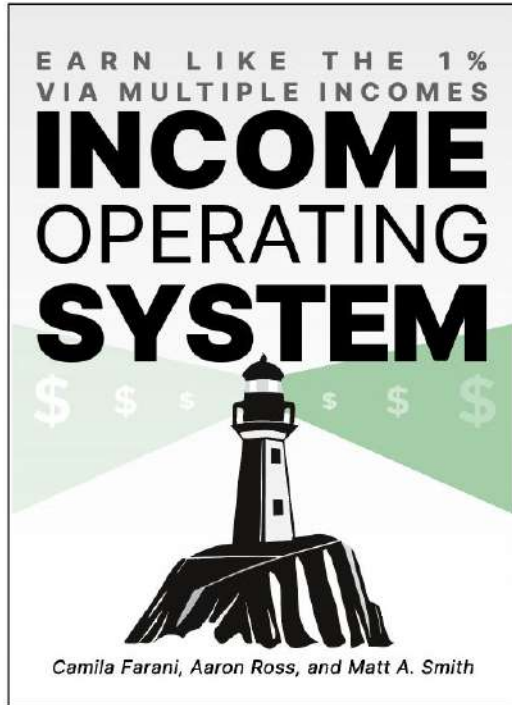
1. **TEAM ROLES** - Right people, playing to strengths
2. **NAIL A NICHE** - Get more specific
3. **COURAGEOUS FOCUS** - Revisit your priorities, model and plans!
4. **CULTURE AS AN ADVANTAGE** - Set the example of “Caring Challenge”
5. **DURABLE GROWTH** - Pick an area to invest in ‘Relationship Systems’
 - *Community? Sales Relationships? Events? Referrals? Content?*



My
Newsletter:



I need beta readers! [Please msg me @ +44-7467-945984]



THANK YOU!



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