

GUNNAR HABITZ CMgr FIML

Channel Sales Manager, Noggin

Manage disruption, smarter*



Managing Sales & Marketing from the Middle towards Customer Success

Gunnar Habitz
leading well, connect and sell



Introduction

Systems Engineer



Technical Consultant

Marketing Manager

Business Dev. Manager

Regional Sales Manager



Sales Manager



Channel Sales Manager



Master of Computer Science



Executive MBA



Advanced Diploma of
Leadership and Management



Chartered Manager



The golden middle is like a sandwich...



Top Leadership



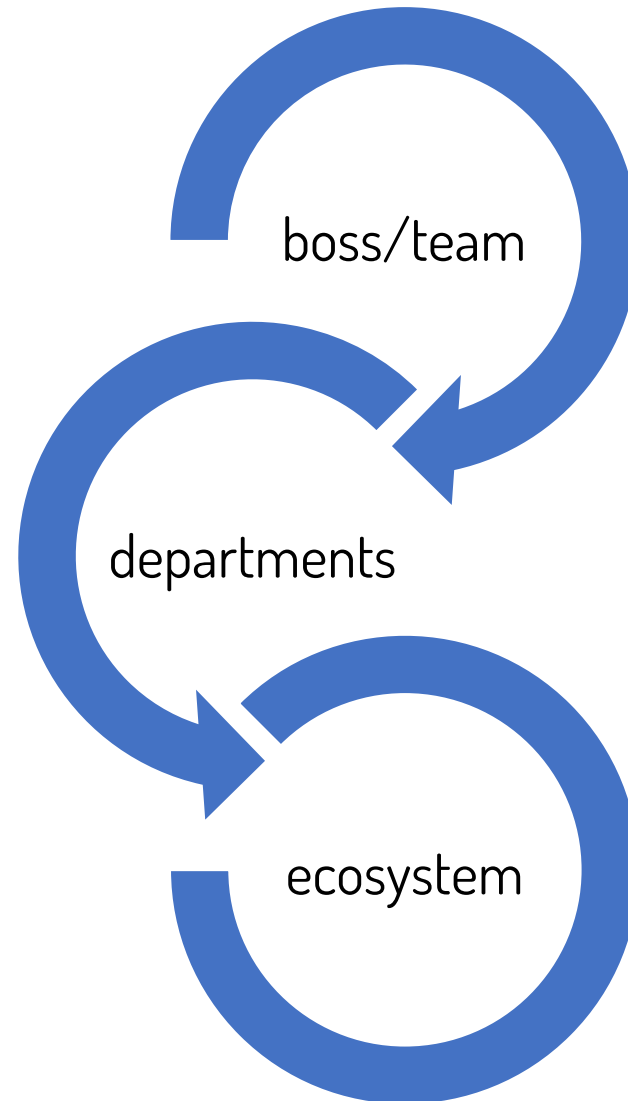
Sales Manager



Sales Team



... in various dimensions



Current Sales & Marketing Challenges

- The well informed buyer
- Information availability and overflow
- Commoditisation of services
- Effective prospecting
- Gaining commitments
- Missing Sales & Marketing alignment
- Only 55% of salespeople achieve their quota



Ten Qualities of a Middle Leader (not just in Sales & Marketing)



1. Communicating



2. Curious



3. Connecting



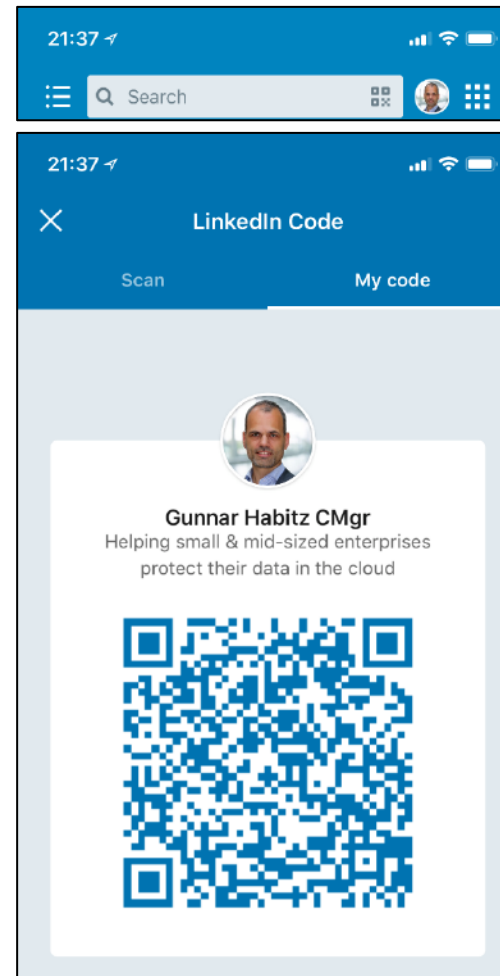
Connect With Masterclass Peers

How

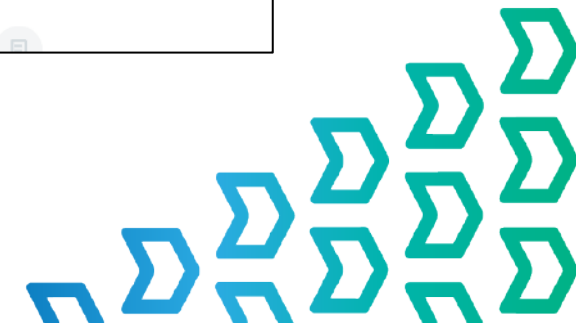
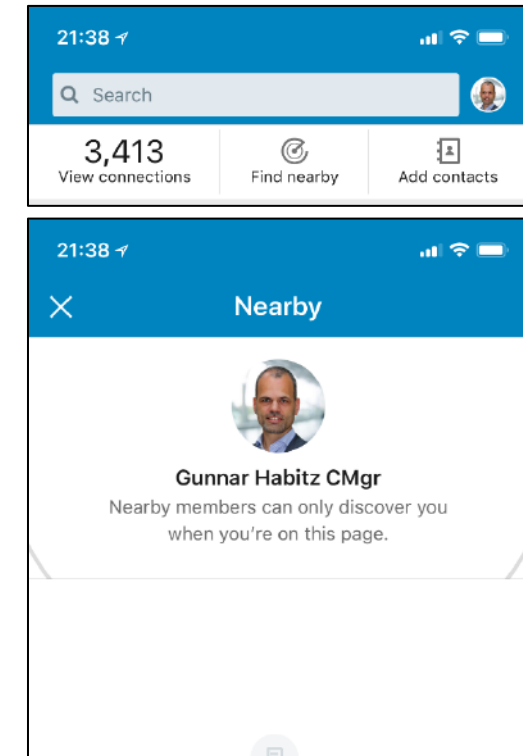
- Ideal for an event like this
- Afterwards view the profile of every new contact
- Send an individual message to them with a hook
- You can use templates stored in Evernote etc.
- Surprise with new voicemail
- LinkedIn is not a cemetery

Quantity of Quality

QR Code



Find Nearby



4. Contributing

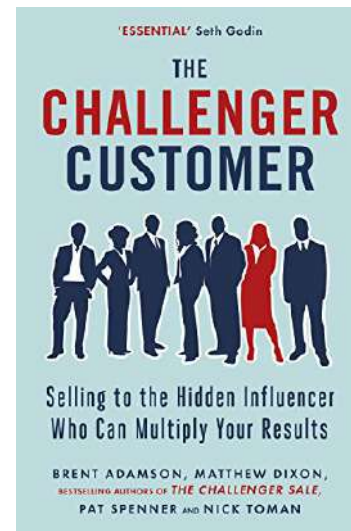


5. Challenging



The Challenger Sale

- Famous book by Corporate Executive Board (now Gartner)
- Taking control of the customer conversation
- 40% of top performers are Challengers
- 7% are relationship builders



The hard
worker

The lone wolf

The
relationship
builder

The problem
solver

The challenger

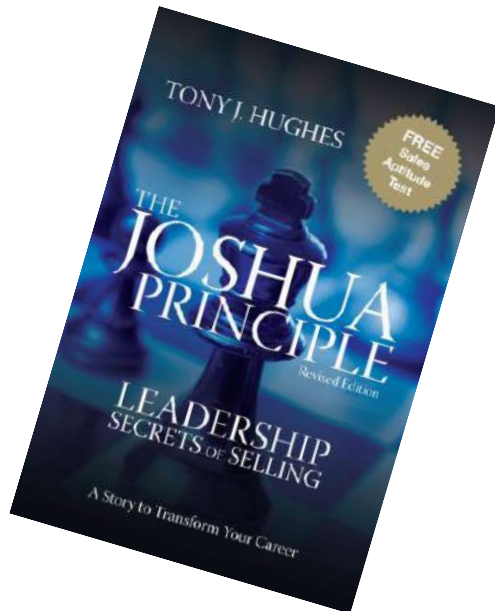


6. Coaching & Mentoring



RSVP

- Sales Methodology from Australian book author Tony J. Hughes
- Published in his sales mentoring story book „The Joshua Principle: Leadership Secrets of Selling“ (2013)



Relationship

Strategy

Value

Process

www.rsvp-selling.com



7. Change Agent



Social Selling

- Using social media and digital tools to advance the sales and business agenda
 - **Find** the right audience to your network
 - **Engage** with the participants
 - **Educate** your audience
 - **Develop** your network
- Target: bring conversations from online to offline in physical/virtual meeting



My tip: offline-online-offline



8. Creative



9. Cultural Interested



10. Client Oriented



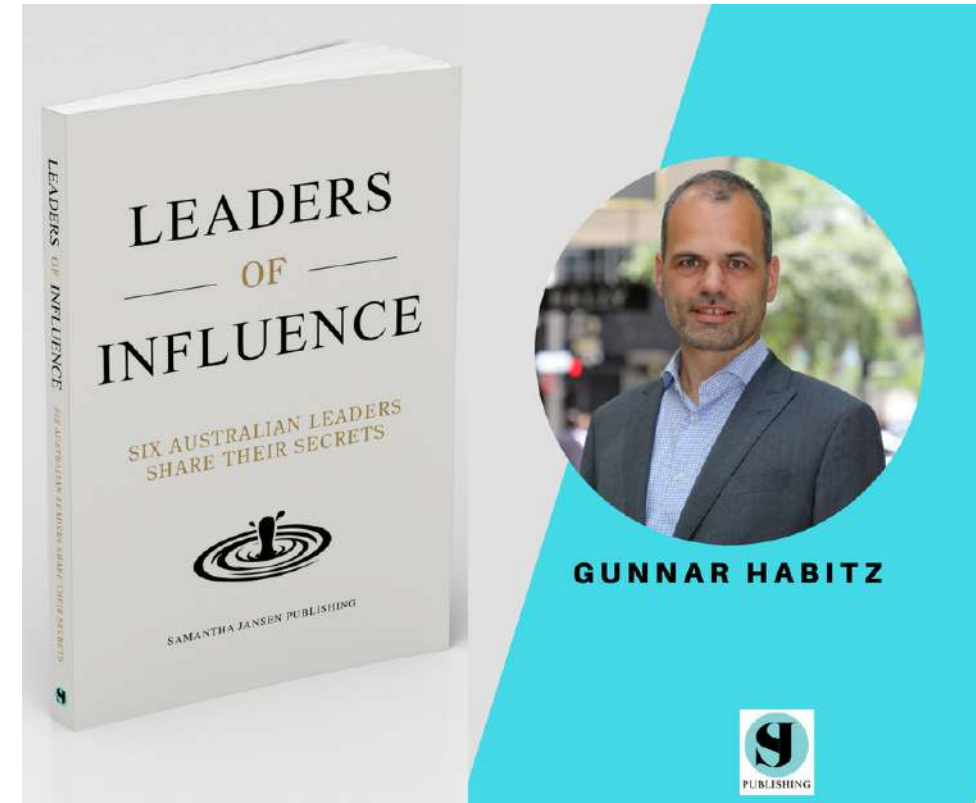
Summary

- Play the sandwich to your advantage
 - It is Sales and Marketing, not against
 - Customer success is the ultimate goal, not just a department name
 - Execute lifelong learning
 - Be vocal on the industry changes
 - Apply the ten qualities of a Sales & Marketing Leader from the Middle
1. Communicating
 2. Curious
 3. Connecting
 4. Contributing
 5. Challenging
 6. Coaching & Mentoring
 7. Change Agent
 8. Creative
 9. Cultural Interested
 10. Client Oriented



Leaders of Influence

- Anthology with my contribution „Lead Not Manage“
- Fictional story from accidental manager to intentional leader
- Covers another IML Masterclass
- One book prize for the right answer
- More info on www.gunnarhabitz.com.au





Thank you

