

# History of Selling

**Grad Conn**

General Manager


Microsoft U.S. Marketing

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Grad Conn | LinkedIn

inkcdn.com/profile/preview?locale=en\_US&trk=prof-0\_sb\_preview\_primary\_button

atomnican shift



**Grad Conn** 1x PREMIUM

CMO Lead, Microsoft USA | Advertising Geek | DeLorean Driver

Greater Seattle Area | Information Technology and Services

Current: Microsoft U.S. Subsidiary, Chick Flick the Musical

Previous: Microsoft, Pains.com, Grey Group Canada

Education: Queen's University

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500+ connections

<https://www.linkedin.com/in/gradconn> [Contact Info](#)



## Summary

### PERSONAL PHILOSOPHY

To help others succeed, because the measure of a life well-lived is how many lives you are able to change along the journey.

<http://twitter.com/gradconn>



Wonderful World of Marketing: Episode #30



The Modern Marketing Department - Managi...

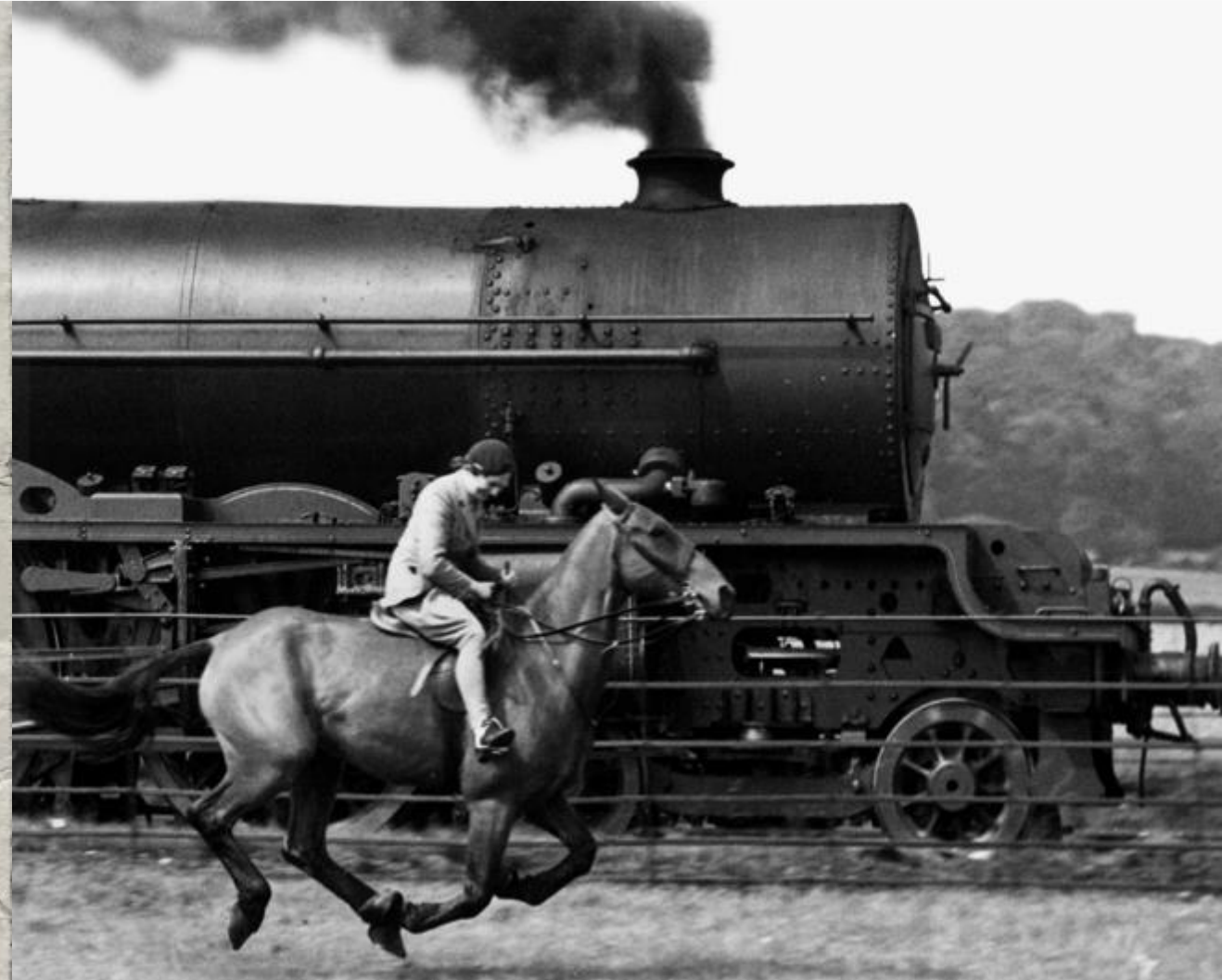
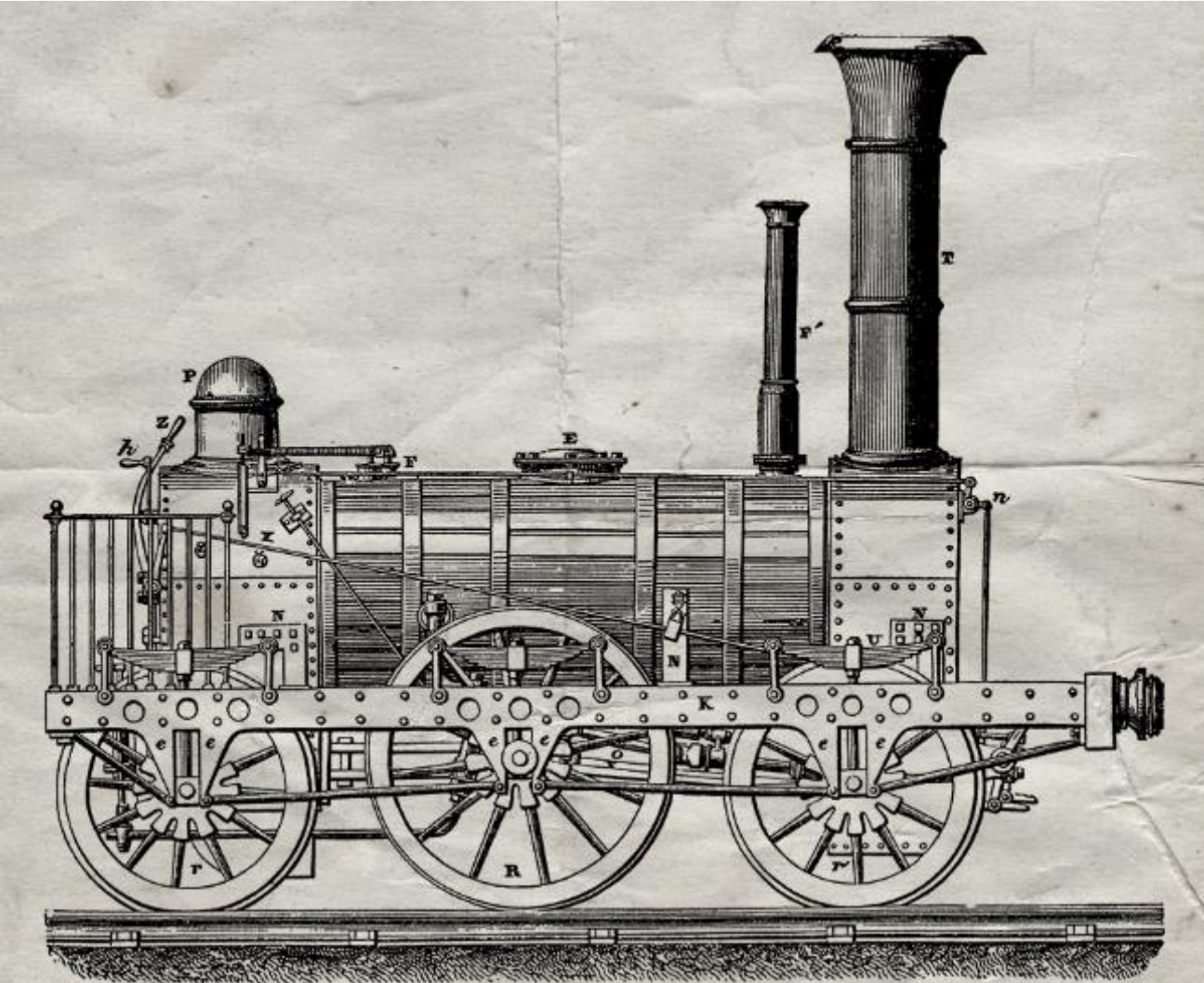




# World Economic Forum | Davos, Switzerland



# The first industrial revolution | 1760–1840



# The second industrial revolution | 1870–1940





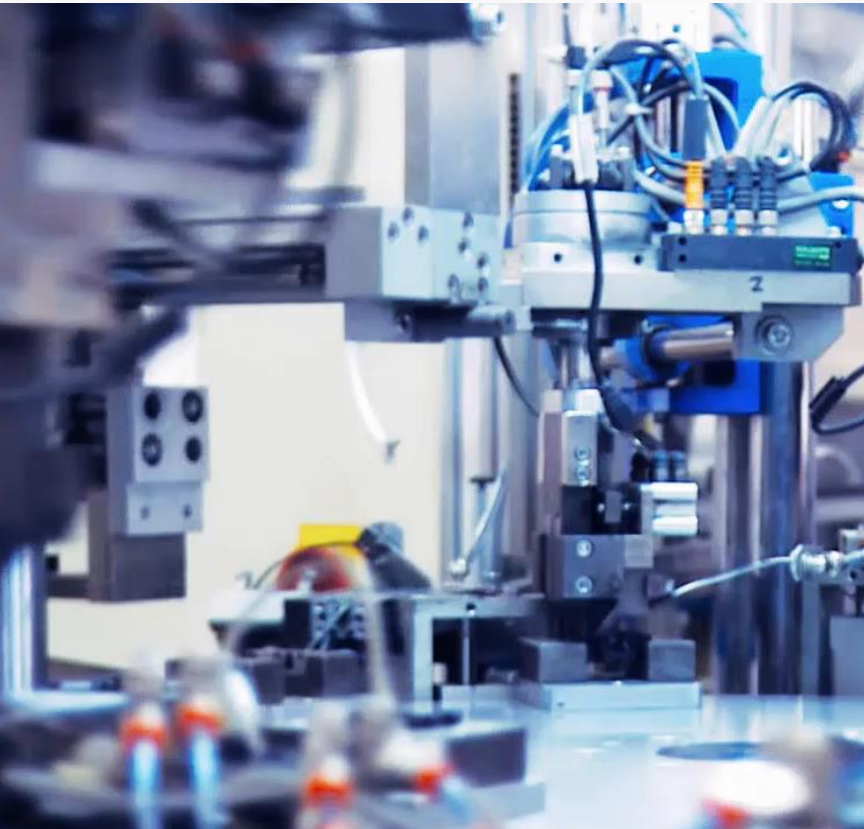
# The third industrial revolution | 1960–2015



# The fourth industrial revolution

## **PHYSICAL**

Autonomous vehicles, robotics,  
3D printing, new materials



## **BIOLOGICAL**

Genomic diagnostics,  
treatment, engineering



## **DIGITAL**

IoT, Blockchain,  
disruptive business models





All powered  
by the cloud

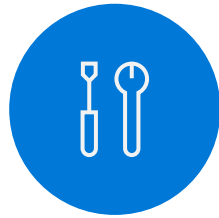




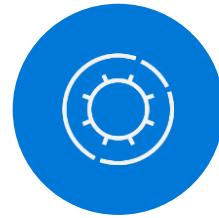
# Digital Transformation



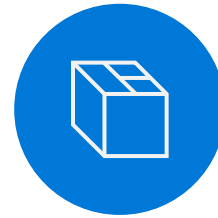
Engage  
customers



Empower  
employees



Optimize  
operations



Transform  
products



# Industrial revolutions



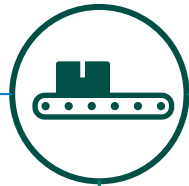
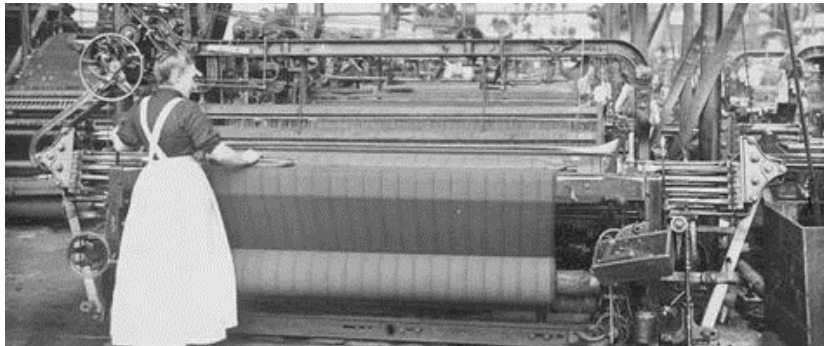
90 Years

## FIRST

Water and steam power is used to create mechanical production facilities

1784:

First mechanical loom



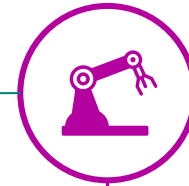
70 Years

## SECOND

Electricity lets us create a division of labor and mass production

1870:

First assembly line



55 Years

## THIRD

IT systems automate production line further

1969:

First programmable logic controller



## FOURTH

IoT & cloud technology automate complex tasks

Today





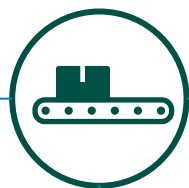
# Marketing revolutions



90 Years

## FIRST

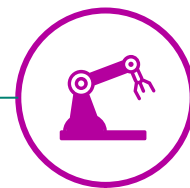
Water and steam power is used to create mechanical production facilities



70 Years

## SECOND

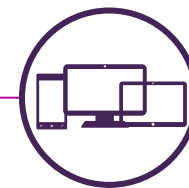
Electricity lets us create a division of labor and mass production



55 Years

## THIRD

IT systems automate production line further



## FOURTH

IoT & cloud technology automate complex tasks

### TACTIC

#### DIRECT

Human to human

#### MASS DIRECT

Text to human

#### BROADCAST

Image to human

#### PERSONAL

Machine to human





Marketing is selling



Advertising is the  
selling conversation



# 20th Century communication model



**SENDER**

Message: "Buy  
my brand"



**RECEIVERS**

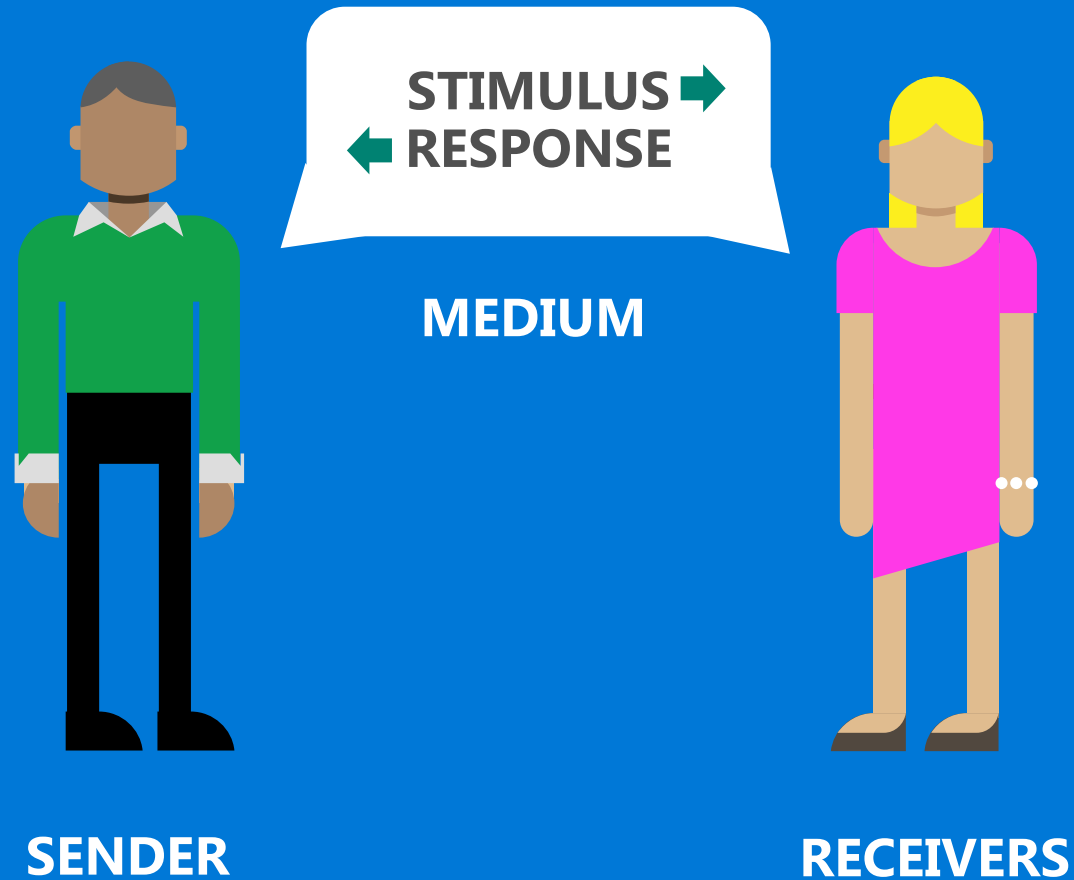
**MEDIUM**

# 20th Century communication model





# 20th Century communication model



# 20th Century communication model





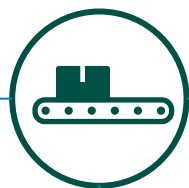
# Marketing revolutions



90 Years

## FIRST

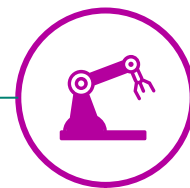
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70 Years

## SECOND

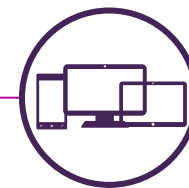
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#### DIRECT

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#### MASS DIRECT

Text to human



#### BROADCAST

Image to human



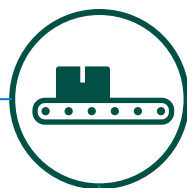
#### PERSONAL

Machine to human

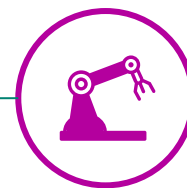




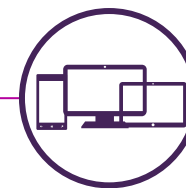
90 Years



70 Years



55 Years



TACTIC

BRAND

PERSON

PRODUCT

COMPANY

SOLUTIONS



**Break a cake of Ivory**  
and get the inside story on how Ivory's made  
to agree with your complexion

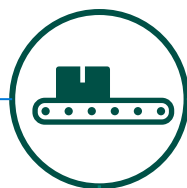
From the inside out, Ivory's made to agree with your complexion. Ivory is carefully made to lessen Small differences, maybe. But they show how far we go to make Ivory gentle, more likely to agree



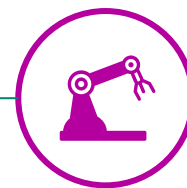




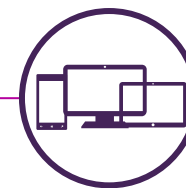
90 Years



70 Years



55 Years



TACTIC

BRAND

MEDIA

SHOES

PRINT

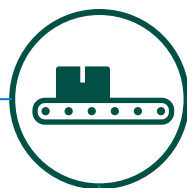
TV

ONLINE





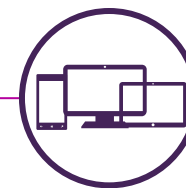
90 Years



70 Years



55 Years



TACTIC

BRAND

MEDIA

SELLERS

TRAVELING SALESPERSON

COPYWRITER

MAD MEN

SOCIAL SELLING







# Social Selling

# The buyer's journey has changed

84%

of B2B buyers referral  
begin their buying  
process with a referral

75%

of B2B buyers do not  
talk to a salesperson  
until after they do  
independent research

57%

of the buying journey is  
complete before ever  
reaching a seller

# Social Selling



## Discover

Find the “right” contacts at pre-existing accounts, or who to talk to at new accounts



## Prospect

Learn about your potential buyers through their digital footprint



## Influence

Post content to influence and spark the right conversation with your network



## Engage

Leverage mutual connections or social media platforms to break through with customers



# Social Selling



LinkedIn  
Sales Navigator



Coaching



Content

# Social Selling

+83%

more new key  
decision maker  
connections

+63%

more new  
connections

+42%

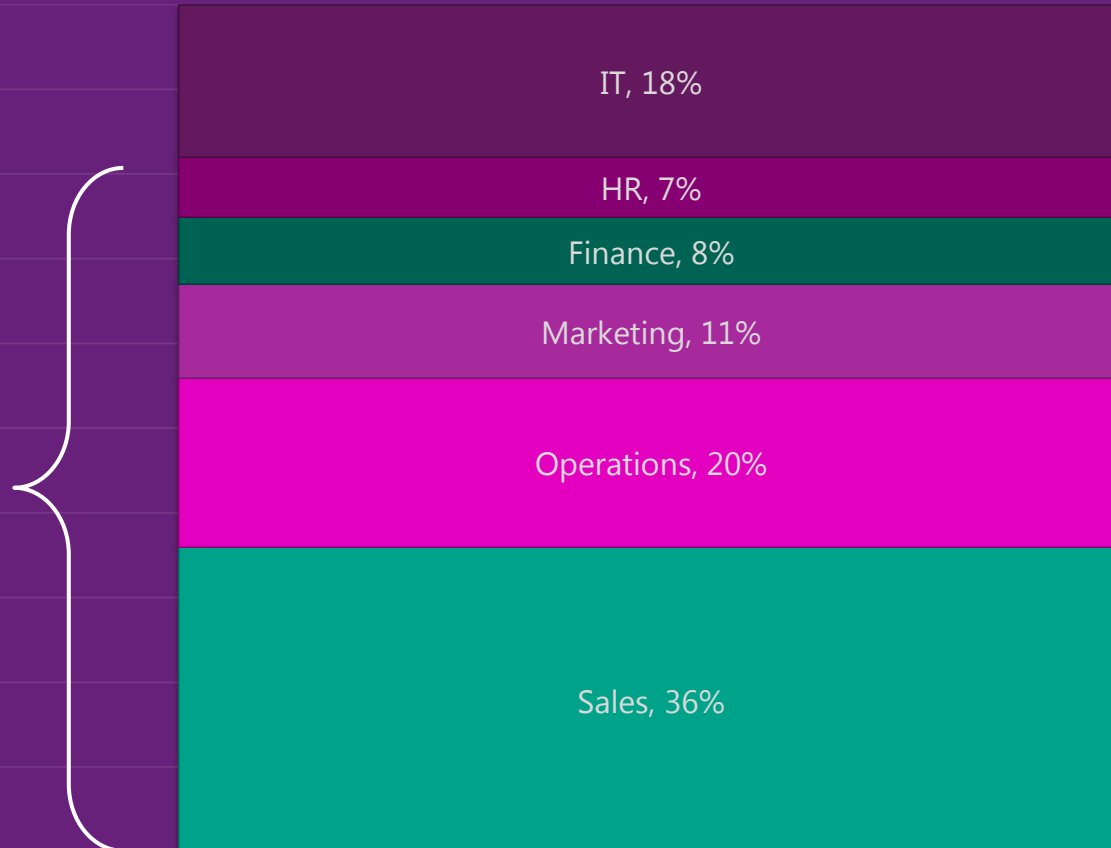
more profile views  
received from key  
decision makers

44% of these saved leads are outside of social sellers 1st degree networks

# Social Selling

82% of these leads are Business Decision Makers in sales, operations, marketing, finance and HR

Business Decision Makers



By Function %





60%

Number of  
Social Sellers grew



1.2X

More opportunities



1.3X

More deals closed

# What is new this year?



**Growing to 4,000 US sellers**

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Enhanced Dashboard



**MSSP training**

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Share best practices to  
increase adoption



**Focus on Low SSI sellers**

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Hands-on 1:1 coaching



# Microsoft mission

Empower every person and  
every organization on the  
planet to achieve more

