



Sales Connect

New York 2016

To Sell Is Human



Amy Slater

TiVo Inc.

SVP Worldwide Sales Operations



The background image shows a person with blonde hair, seen from the side, holding a white mobile phone to their ear. They are sitting at a desk with a large computer monitor. The monitor displays a sales dashboard with a bar chart showing customer activity and sales reports. A callout box on the chart indicates '312 customer login'. Below the chart, it shows '39% SALES INCREASE' and '\$12,230 TOTAL SALES'. To the right of the main monitor, another screen displays a detailed spreadsheet of financial data, including items like 'Benefits', 'Payroll taxes', 'Salaries', and 'Marketing Budget'. A white mug is visible on the desk in front of the person.


Technology has made sales impersonal.

A photograph of a 1990s office desk. In the foreground, a large, thick binder is open, showing many pages. To the left, a beige computer keyboard is visible. In the background, a CRT computer monitor displays a green screen. To the right, a beige telephone and a white styrofoam cup are on the desk. The text "My 1990s office" is overlaid in the center in white, with a blue horizontal line above it.

My 1990s office

A diverse group of people in a professional setting, smiling and interacting. The image is overlaid with a semi-transparent dark blue filter. A thin blue horizontal line is positioned above the text.

Face-to-face interactions
as a way to get info.



Focus was on building
the relationship up front.

A man and a woman are sitting on a white sofa. The man, on the left, is wearing a light grey sweater and dark jeans, looking towards the woman. The woman, on the right, is wearing a red sweater and dark pants, looking down. A small blue horizontal line is positioned above the text.

Sales was about
building a relationship.

Social tools help us scale



70s + 80s



Pagers,
Pay Phones



90s



Mobile Phones,
Voicemail,
Laptops



Late 90s



Salesforce



mid-2000s



Smart Phones,
Text Messaging,
Cloud Computing



Today



Social
Tools



Sales
Rep



Customer

Decency is a lost art.

I've sent you
14 emails, called
you 7 times,
and texted you
twice!

Time is of
an
essence!



Cable
Operators



Telecom
Providers



Network
Operators

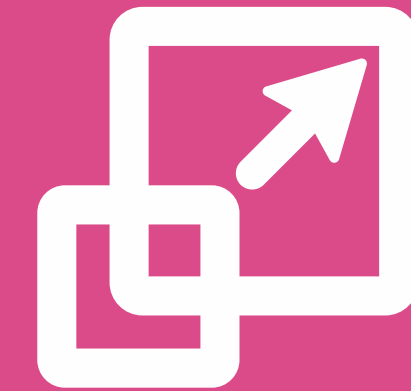
Social selling to manage uncertainty



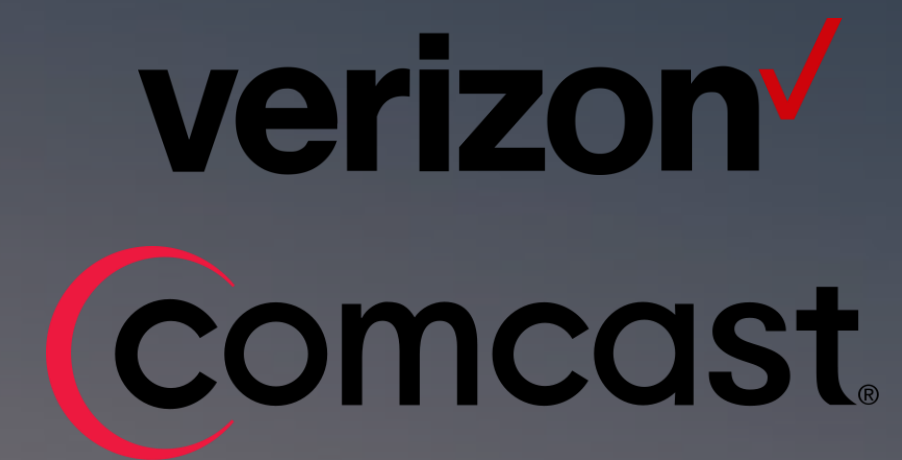
Targeting



Efficiency



Scaling



Bridge the human divide

Insights

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Comcast
Media Production

Mentioned in the news 20h




chicagotribune.com

Comcast launches gigabit-speed internet throughout the Chicago area


"We are now able to deliver gigabit speeds over the existing lines that already reach millions of homes in the Chicago area," Comcast spokesman Jack Segal said. "This is a major step in the evolution of high-speed broadband. " Chicago is the third market to get the modern-enabled gigabit ...

[View Leads](#)



Comcast
Media Production

Mentioned in the news 2d



investopedia.com

Top 5 Entertainment Stocks of 2016 (DIS, NFLX) | Investopedia

Comcast Corp. (CMCSA) provides media and television services. It owns various cable channels and major broadcast network NBC. Comcast is the largest cable and internet service provider in the United States. Its recent purchase of DreamWorks Animation broadens the corporation's product ...

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📄 Company news

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About Comcast

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed...
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Headquarters

Comcast Center . Philadelphia, PA 19103

Insights

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https://www.linkedin.com

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Advanced

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Cisco
Computer Networking • San Francisco Bay Area • 10,001+ employees

Lead recommendations

How you're connected (18,984)

TeamLink™ connections (1,365)

Scott Lovett
Executive Vice President, ...
Greater Chicago Area
1st
Save as lead

Joseph Puthussery
Vice President, Digital Mark...
San Francisco Bay Area
2nd
Save as lead

Francine Katsoudas
Senior Vice President and ...
San Francisco Bay Area
2nd
Save as lead

Tom Baltis
Advisor, Cisco Strategic Se...
San Francisco Bay Area
2nd
Save as lead

Guillermo Diaz
Chief Information Officer
San Francisco Bay Area
2nd
Save as lead

See more recommendations

83,456 employees at Cisco. See all employees

Mentioned in the news 6d

Filter your updates

All updates

Advanced Search: Content Acquisition

The screenshot shows the LinkedIn Advanced Search interface. The browser window at the top displays the URL <https://www.linkedin.com> and the page title 'Welcome! | LinkedIn'. The LinkedIn navigation bar includes the logo, a search bar with the placeholder 'Search for people, jobs, companies, and more...', and links for 'Advanced', 'Messages', 'Notifications', and 'Profile'. The left sidebar contains filters for 'Leads' (selected) and 'Accounts'. Under 'Keywords', the search term 'content acquisition' is entered. Other filter sections include 'Geography' (with options for United States, California, and United Kingdom) and 'Relationship' (with options for connection levels). The main results area shows a summary of 396.4K total results, with breakdowns for job changes, TeamLink intros, and news mentions. Below this, three lead profiles are displayed: Stella Mowen at LeEco US, Ian Bricke at Netflix, and Marc Karasu at General Assembly. Each profile includes a 'Save as lead' button and details about their current role, tenure, and location.

in Welcome! | LinkedIn

https://www.linkedin.com

Search for people, jobs, companies, and more...

Advanced

Leads Accounts

Save search

Keywords

content acquisition

Exclude saved leads

Search within my accounts

Geography

+ Add locations

+ United States (216,895)

+ California (52,080)

+ United Kingdom (35,613)

Relationship

+ How closely you're connected

+ 1st Connections (123)

+ 2nd Connections (80,800)

+ Group Members (90,918)

Company

+ Companies or boolean

+ Microsoft (1,748)

+ IBM (1,567)

+ Google (1,543)

396.4K
Total results

27.3K
Changed jobs in past 90 days

5K
Leads with TeamLink intro

2K
Mentioned in the news in past 30 days

Selected filters (1): content acquisition [View all filters](#)

Stella Mowen · 2nd | **LeEco US**

Current: Business Development and **Content Acquisition**
Tenure: 3 months in role and company
Location: Greater Seattle Area

Intro via TeamLink (1) | Shared Connections (2) | Related Leads

Ian Bricke · 3rd | **Netflix**


Current: Director, **Content Acquisition**
Tenure: 4 years 11 months in role and company
Location: Greater Los Angeles Area

Related Leads

Marc Karasu · 2nd | **General Assembly**

Current: Customer **Acquisition**, Brand Positioning, Performance Marketing, Management
Tenure: 4 months in role and company
Location: Greater New York City Area

Shared Connections (5) | Related Leads



Professional profiles lead
to company success.

Know me as a person

amy slater rovi - Google Search

https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=amy%20slater...

Google Amy Slater Rovi

All News Videos Images Shopping More Search tools


About 22,900 results (0.68 seconds)

Amy Van Atta Slater | LinkedIn
<https://www.linkedin.com/in/amyslater>
San Francisco Bay Area - SVP WW Sales Operations; Business Leader, Author, Keynote Speaker - Turtle Spirit Press
As an SVP of **Rovi**, a leading media technology company, highly sought after leadership mentor, keynote speaker and author, **Amy Van Atta Slater**, through her ...

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Amy Van Atta Slater
www.amyvslater.com/
Amy is an author and highly-sought leadership mentor, and keynote speaker through her insights on life, business, personal development and parenting.



Sales is about
personalization.



To sell is still human.

Amy Slater

Q&A



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