

A hand is shown pointing towards a futuristic digital interface. The interface features a central glowing blue circle containing a stylized brain icon, surrounded by concentric rings and glowing orange and blue lines. The background is dark blue with glowing orange and yellow light effects.

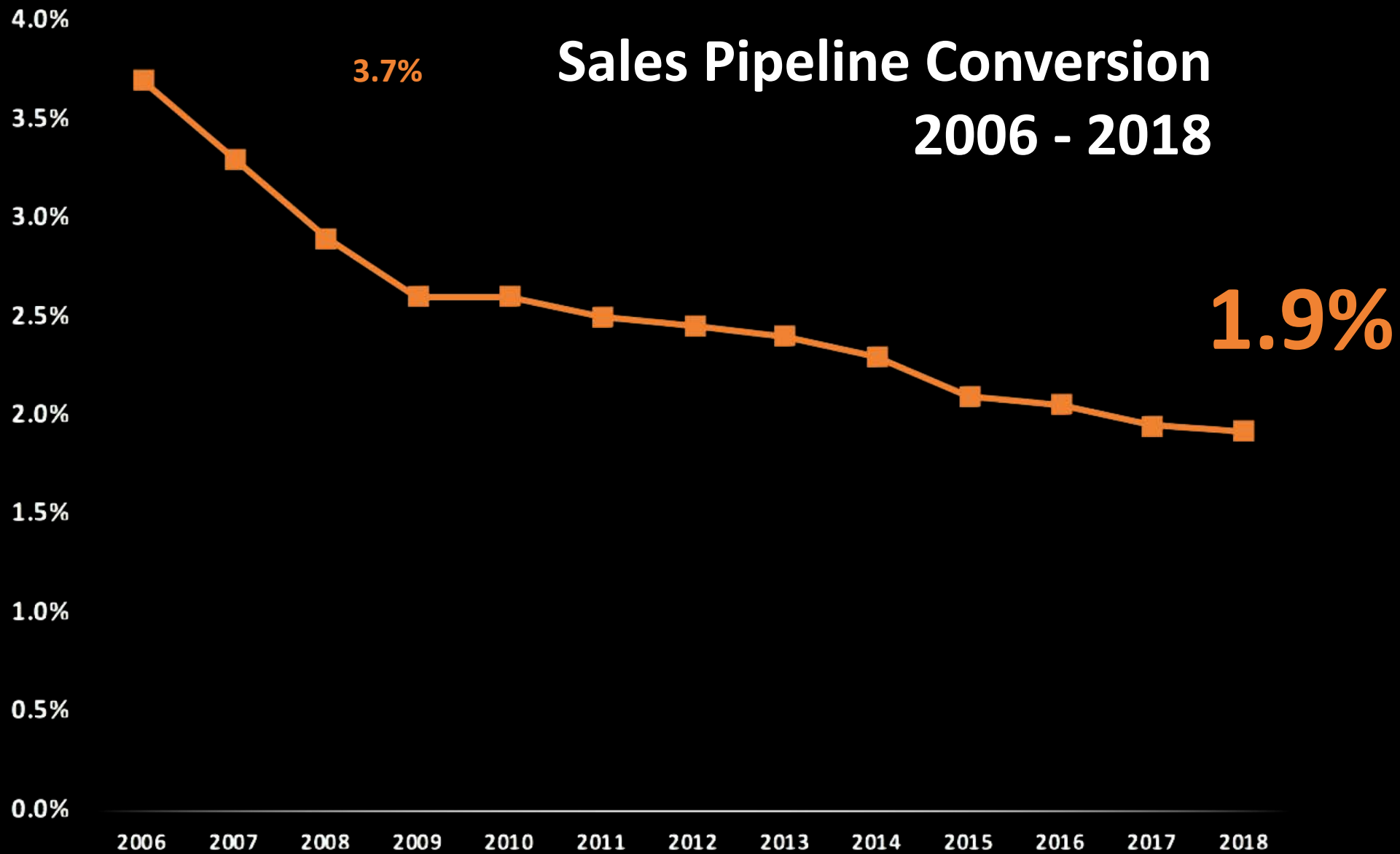
Growing Revenue in a Post-COVID World

CHUBB®

RevenueTEK[®]



**Global sales pipeline
conversion declined
by 48% since 2005**



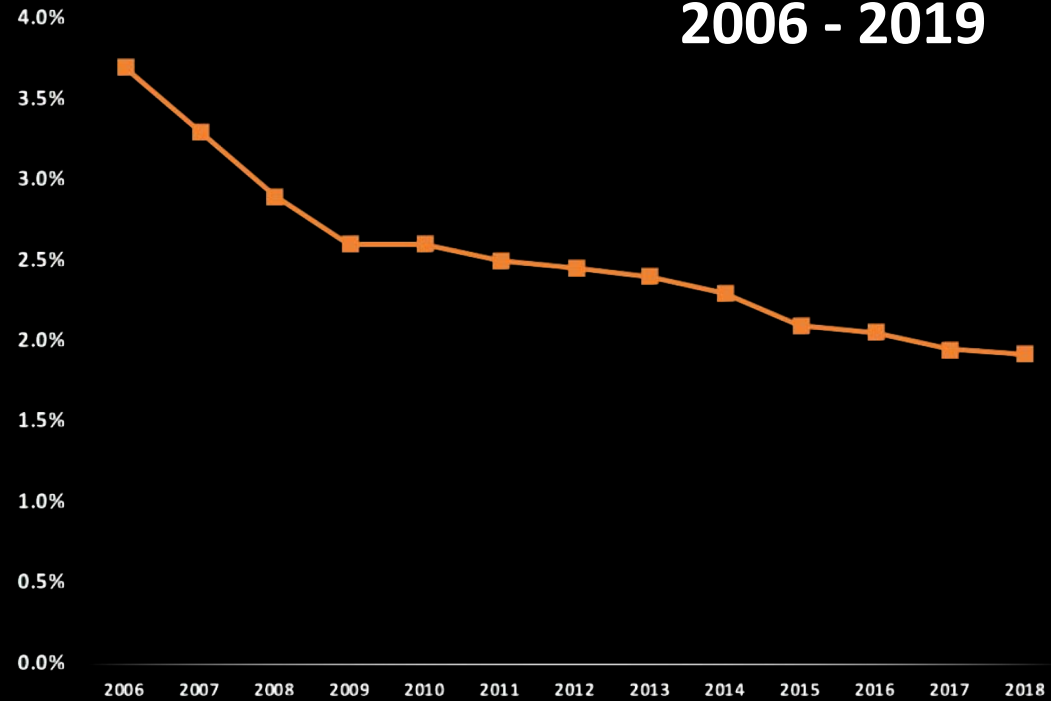
1.92%

B2B and B2G Pipeline Conversion
as at November 2019

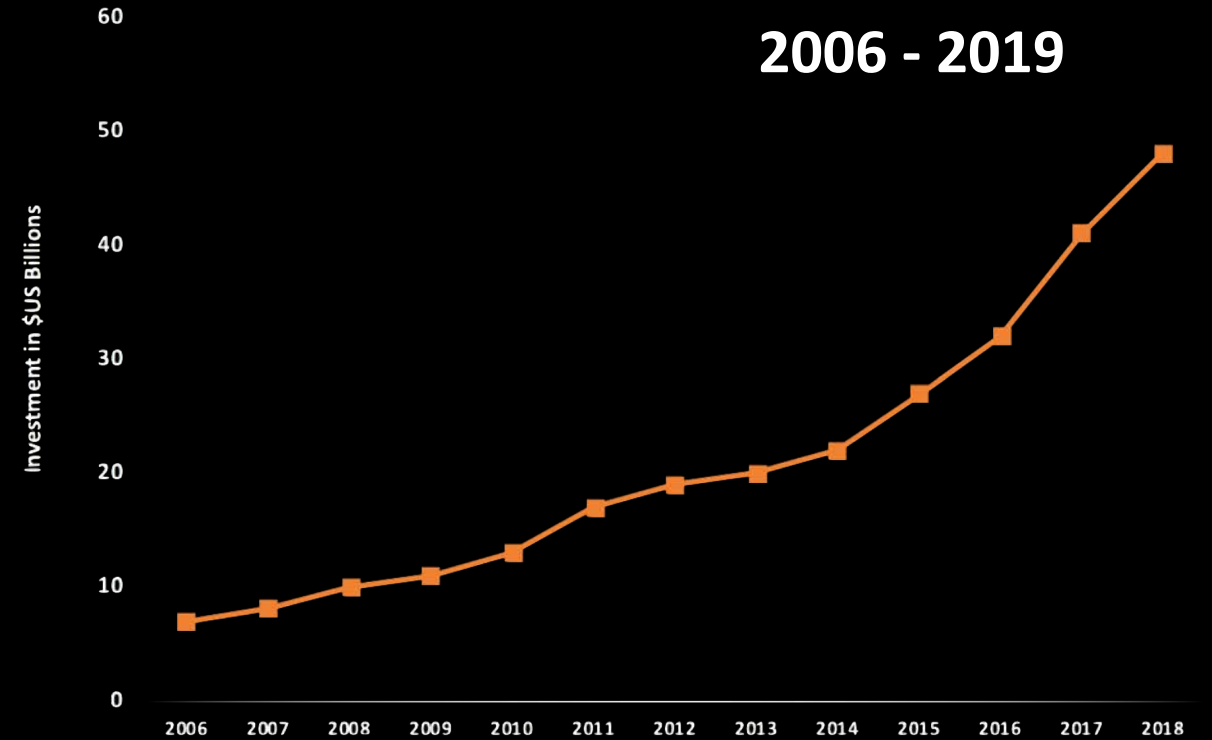
A black and white photograph of a man in a dark setting, possibly a stadium, with his hands covering his face in a gesture of despair or frustration. Bright, out-of-focus lights are visible in the background, creating a dramatic and somber atmosphere.

**MORE TECHNOLOGY
ISN'T HELPING**

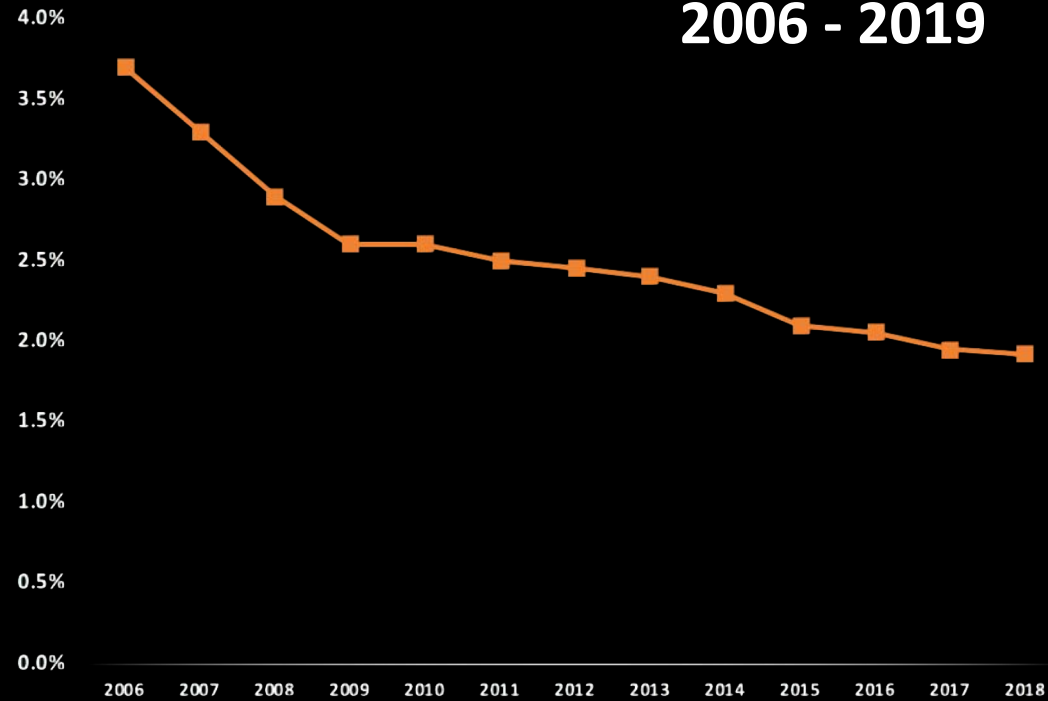
Sales Pipeline Conversion 2006 - 2019



Investment in CRM 2006 - 2019

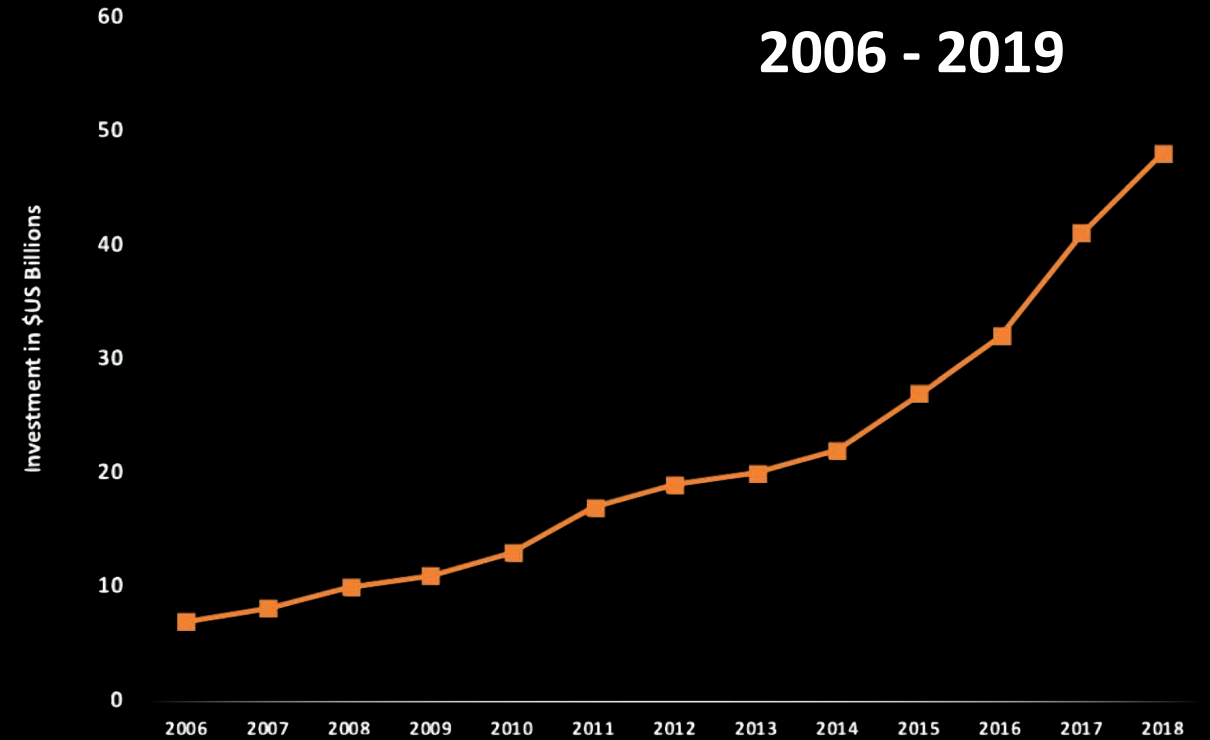


Sales Pipeline Conversion 2006 - 2019

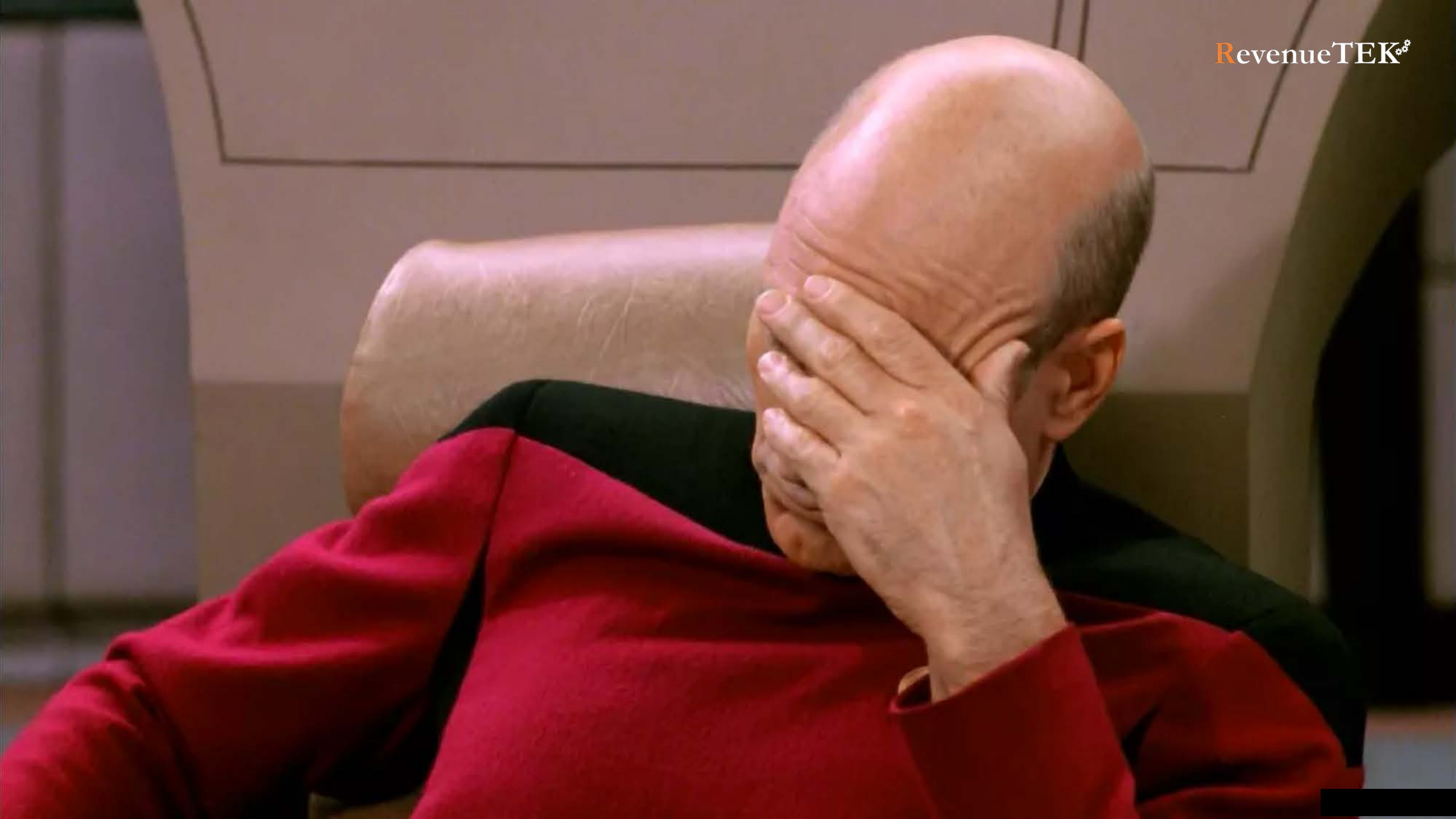


- 48%

Investment in CRM 2006 - 2019



+ 700%



Advertising & Promotion

Content & Experience

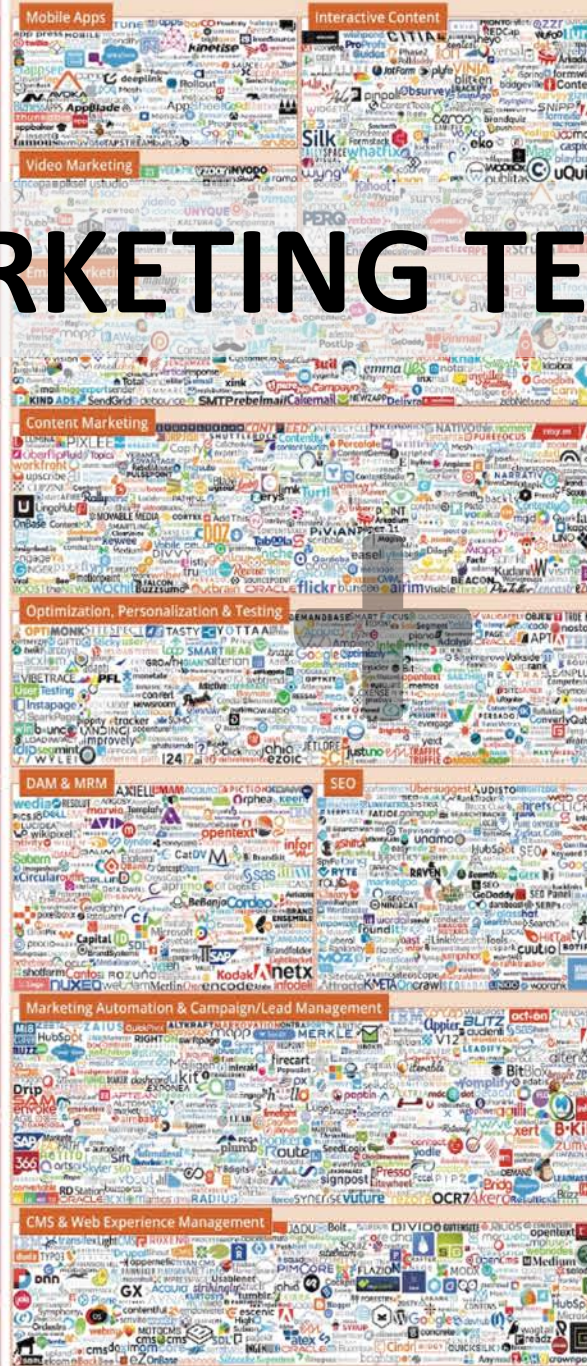
Social & Relationships

Commerce & Sales

Data

Management

MARKETING TECHNOLOGY LANDSCAPE 2018





Engagement



Productivity
& enablement



Sales
intelligence



Pipeline &
analytics



People
management

SALES TECHNOLOGY LANDSCAPE 2018

ONLINE
MEETING
& SHARING

EMAIL TOOLS

SALES DIALER

LEAD DISTRIBUTION
& CALL MANAGEMENT

PROACTIVE
ENGAGEMENT

SIGNALS & SOCIAL
ENGAGEMENT

MOBILE & FIELD
SALES ENABLEMENT

SALES ACTIVITY LOGGING

SALES CONTENT & COLLABORATION

CONTENT SHARING

SALES
ORCHESTRATION

SCHEDULING &
APPOINTMENT SETTING

QUOTE & PROPOSAL

CONTRACT & E-SIGNATURE

PARTNER MANAGEMENT
& CHANNEL ENABLEMENT

SALES
GAMIFICATION

DATABASE & LIST SERVICES

ACCOUNT INTELLIGENCE

COMPANY
FINANCIAL
INTELLIGENCE

TECHNOGRAPHICS

BUYER INSIGHTS

CONTACT
INFORMATION

CALL TRACKING
& INTELLIGENCE

VISITOR
INTELLIGENCE &
REVERSE IP LOOKUP

WEB & SOCIAL PROSPECTING

PIPELINE MANAGEMENT (CRM)

FORECASTING & PERFORMANCE MANAGEMENT

SPEECH &
CONVERSATION ANALYTICS

PRICE OPTIMIZATION
& REVENUE MANAGEMENT

DATA VISUALIZATION

PREDICTIVE ANALYTICS

ACCOUNT-BASED
PLANNING

ONBOARDING & TRAINING

SALES COACHING

SALES APPRAISAL

INCENTIVES & COMMISSIONS

TERRITORY & QUOTA MANAGEMENT

**SO CALLED “BIG DATA” HAS MORE COMPANIES
DROWNING IN USELESS DATA THAN GENERATING
MEANINGFUL INSIGHTS.**

**LIKE CRM, THOSE DOING BEST FROM “BIG DATA”
TEND TO BE THE VENDORS.**



2018 GLOBAL SPEND ON REVENUE IMPROVEMENT

CRM	\$US48B
MARKETING AUTOMATION	\$US6.5B
SALES / MARKETING ANALYTICS	\$US17B
SALES TRAINING & COACHING	\$US30B
RECRUITMENT	\$US3B
EXTERNAL CONSULTING / ADVISORY	\$US25B
"BIG DATA" (SALES / MARKETING / CUSTOMER RELATED)	\$US80B
	<hr/>
	\$US209.5B
	<hr/>

\$US1.3 TRILLION [\$US1,300,000,000,000]

ESTIMATED TOTAL AMOUNT SPENT GLOBALLY BETWEEN 2006 – 2019 BY COMPANIES
TRYING TO INCREASE REVENUES, WHILE NET PIPELINE CONVERSION FELL BY 48%.

THE SITUATION AS WE ENTER 2020



PIPELINE CONVERSION
CONTINUES TO DECLINE
IN SPITE OF STAGGERING
LEVELS OF INVESTMENT
AND EFFORT TO IMPROVE IT.



MORE REP'S, CHANNELS
AND ORGANISATIONS
THAN EVER MISS
THEIR SALES TARGETS.



SALES CYCLES ARE LONGER,
RISKIER AND COSTLIER THAN
EVER BEFORE.



TECHNOLOGY IS NOT
MAKING ANY
APPRECIABLE IMPACT.

***“JUST ABOUT EVERY SALES AND MARKETING PERFORMANCE METRIC IS IN DECLINE;
OTHER THAN SPENDING ON RECRUITMENT AND TECHNOLOGY AND “BIG-DATA”.”***



As businesses re-emerge into the new post-COVID19 world, they need every dollar possible from their sales pipelines.

If data is the “new oil” then sales revenue is the **new oxygen!**

Before COVID, it was largely about growth.



**Now – for many, it's becoming
a simple matter of survival.**



**Of finding a way to
respond and keep
selling through the
chaos.**

**Because if they can't,
they'll soon be gone.**



Marketing and selling were already insanely complex and challenging tasks. COVID has made them harder, but they were already extraordinarily difficult.





**Since the GFC, companies
around the world have
spent huge amounts of
money trying to find the
key to sustainable and
consistent sales growth.**

In 2019 alone, they spent
\$US220 billion on
everything from CRM to
training to social media to
big data and analytics, all in
an attempt to consistently
increase their sales output.




In spite of those enormous sums ...



...nothing has made much of a difference.



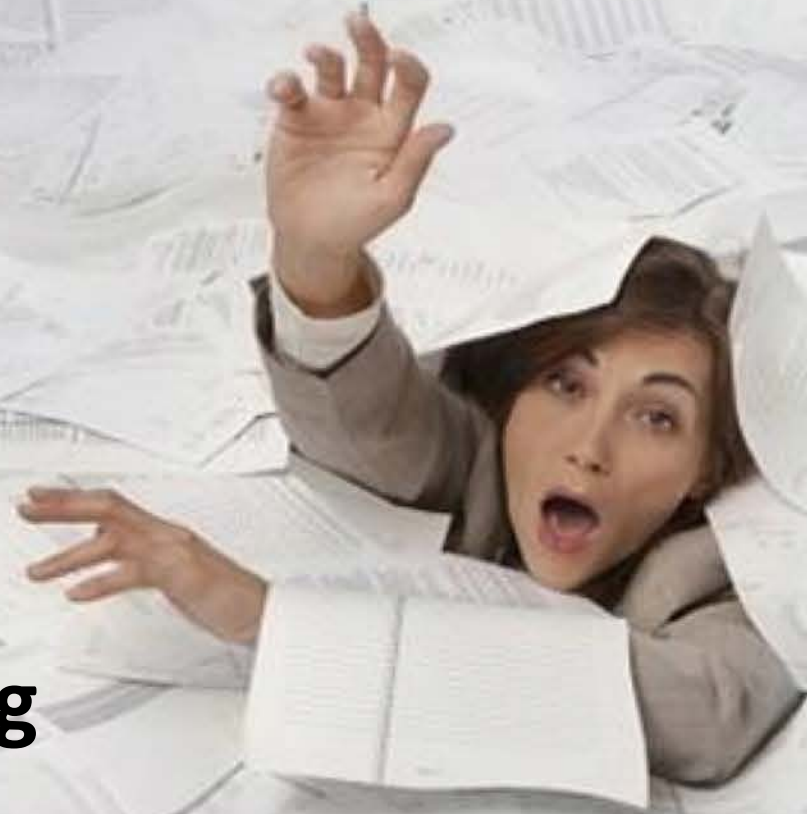
In the decade since the GFC,
while **\$US1.2 trillion** was
spent trying to improve it, global
sales productivity actually
declined by 31%.



**Big data and analytics are starting to provide some answers.
But most companies struggle to organize and make sense of the
waves of customer and sales data washing over them every
day...**

...let alone mine it for the insights that could make a difference to their sales results.

Many report that rather than helping, their data is drowning them.



+ 24%

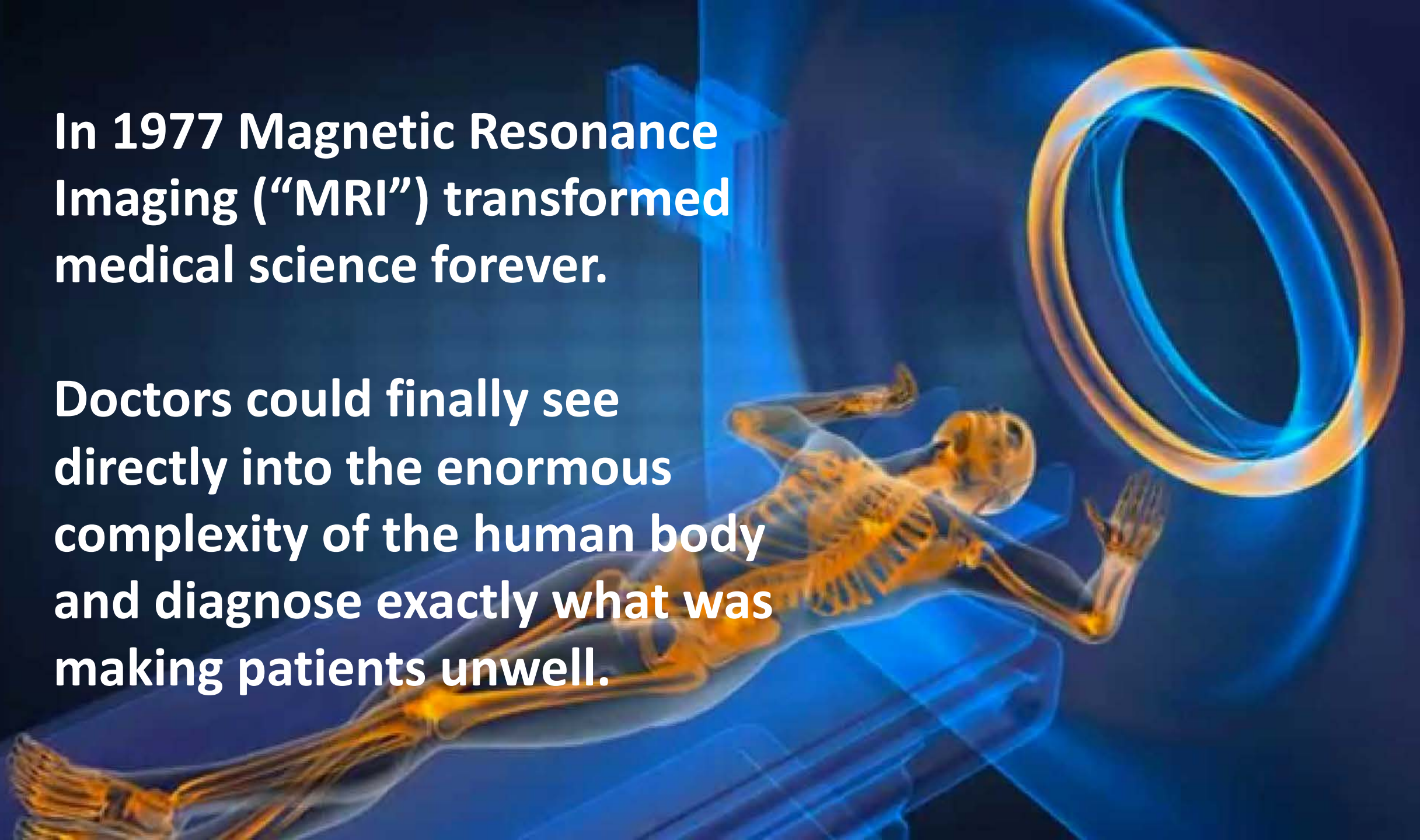


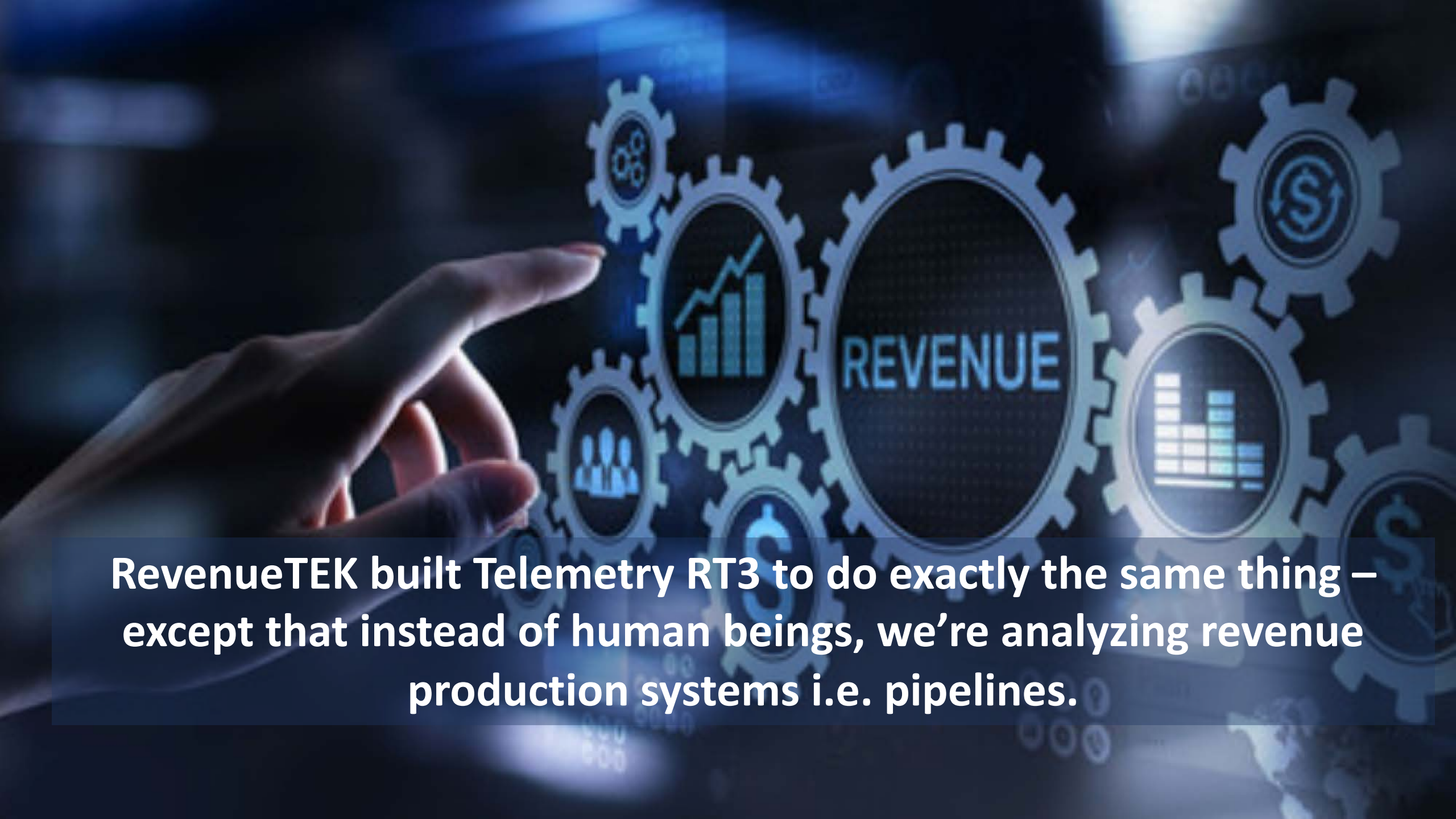


SALES

In 1977 Magnetic Resonance Imaging (“MRI”) transformed medical science forever.

Doctors could finally see directly into the enormous complexity of the human body and diagnose exactly what was making patients unwell.





RevenueTEK built Telemetry RT3 to do exactly the same thing – except that instead of human beings, we’re analyzing revenue production systems i.e. pipelines.

x 200 - 300%





BROKERCO

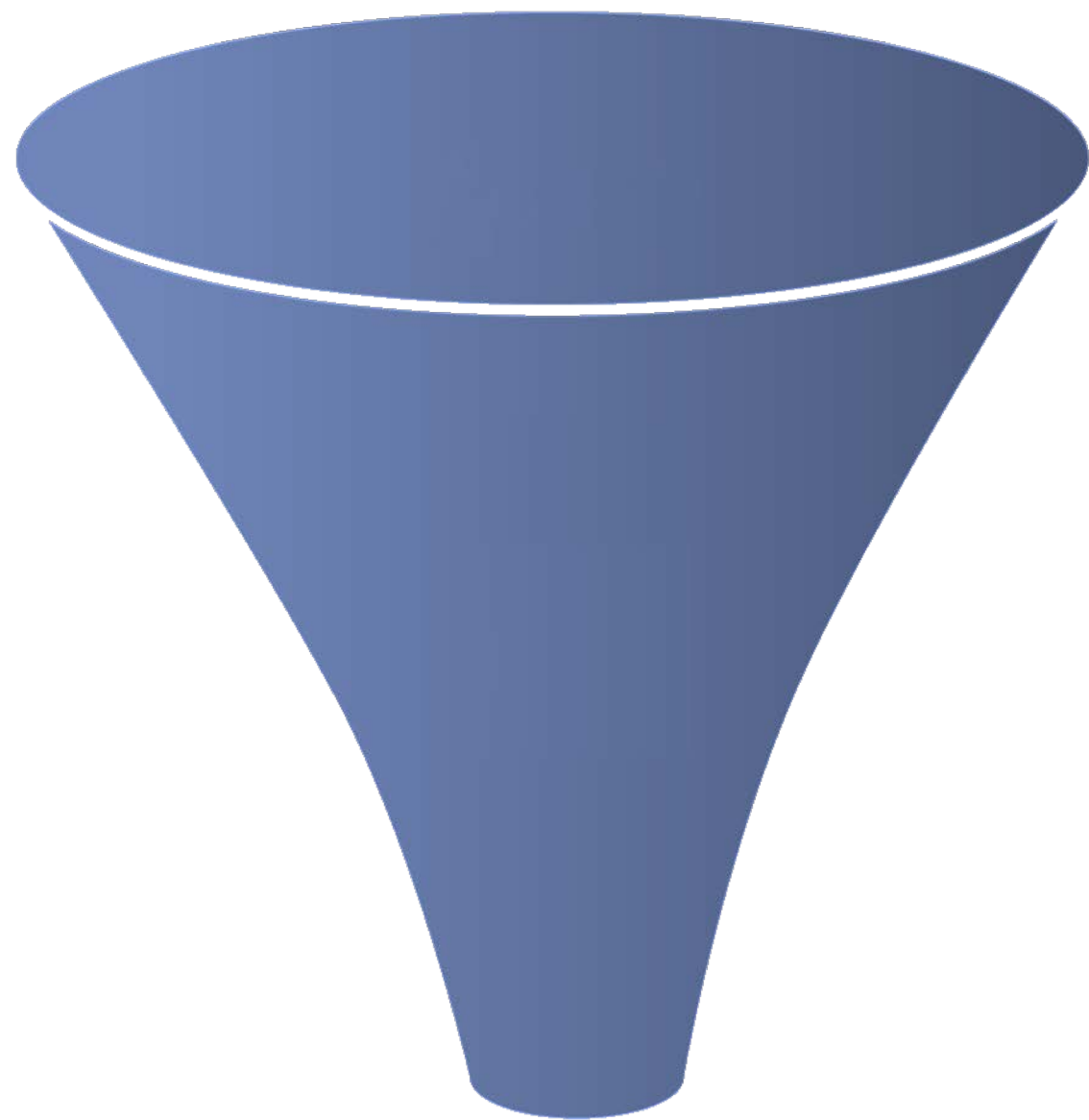
+20%

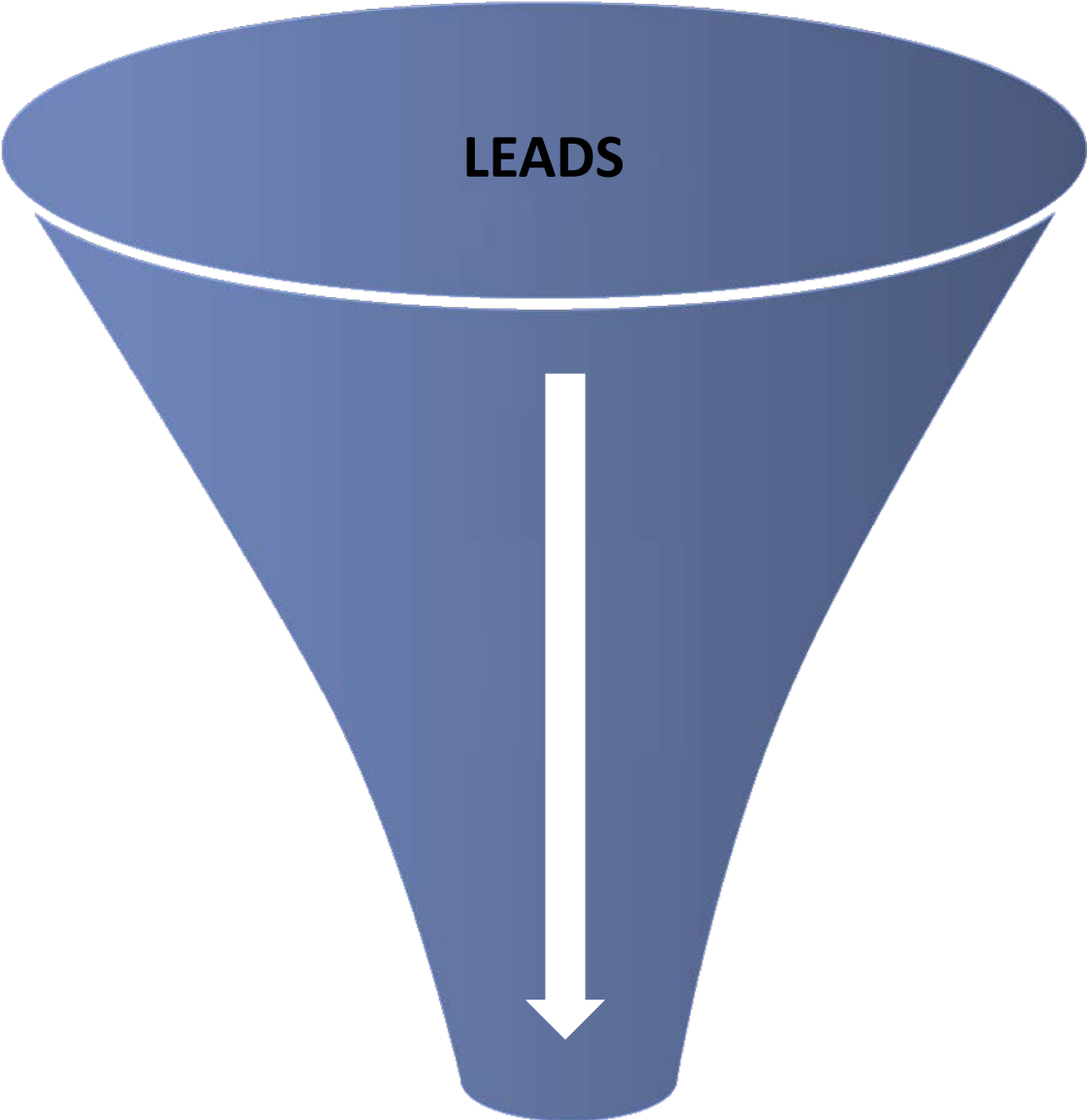
BROKERCO

+20%³

BROKERCO

+73%





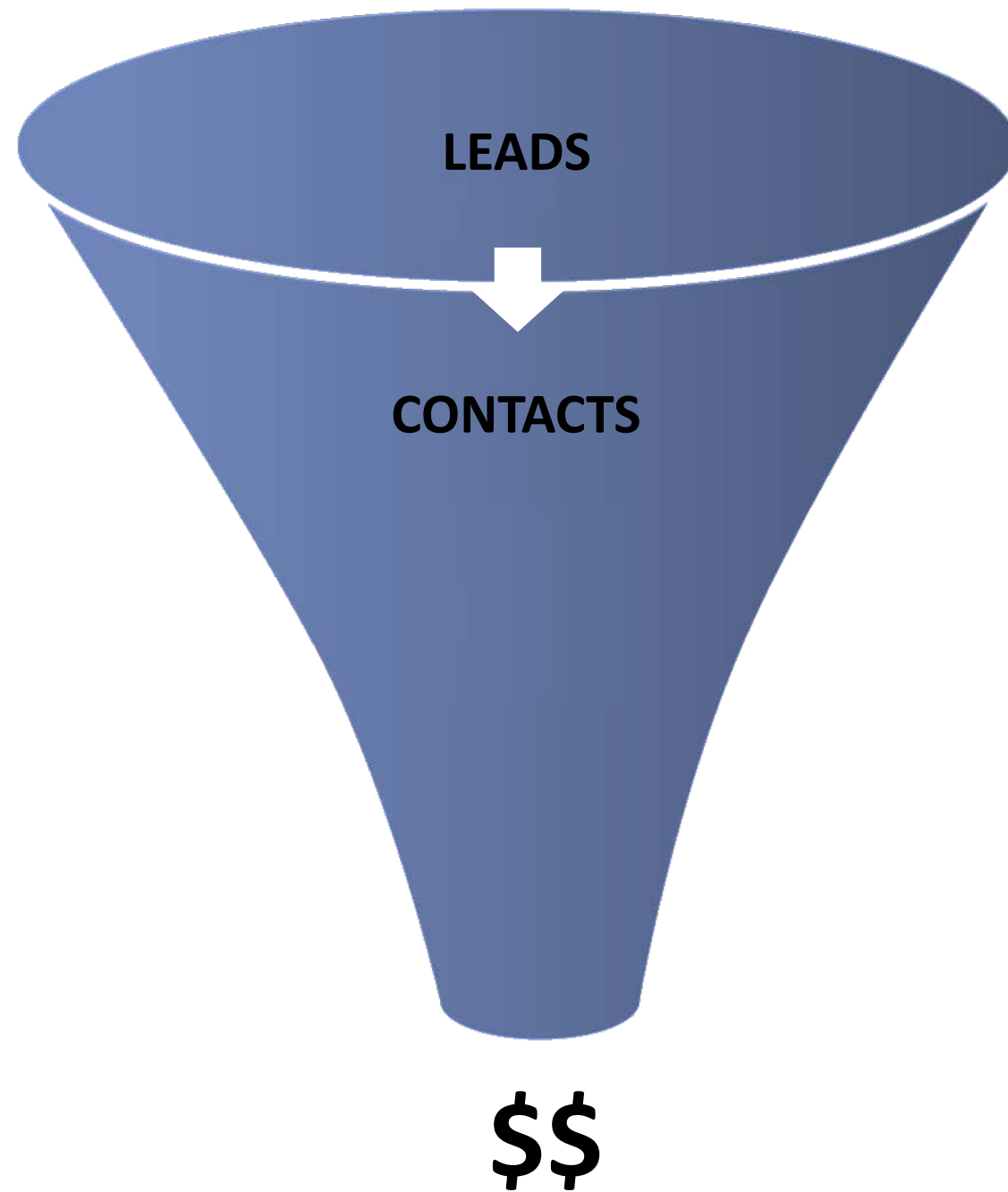
LEADS

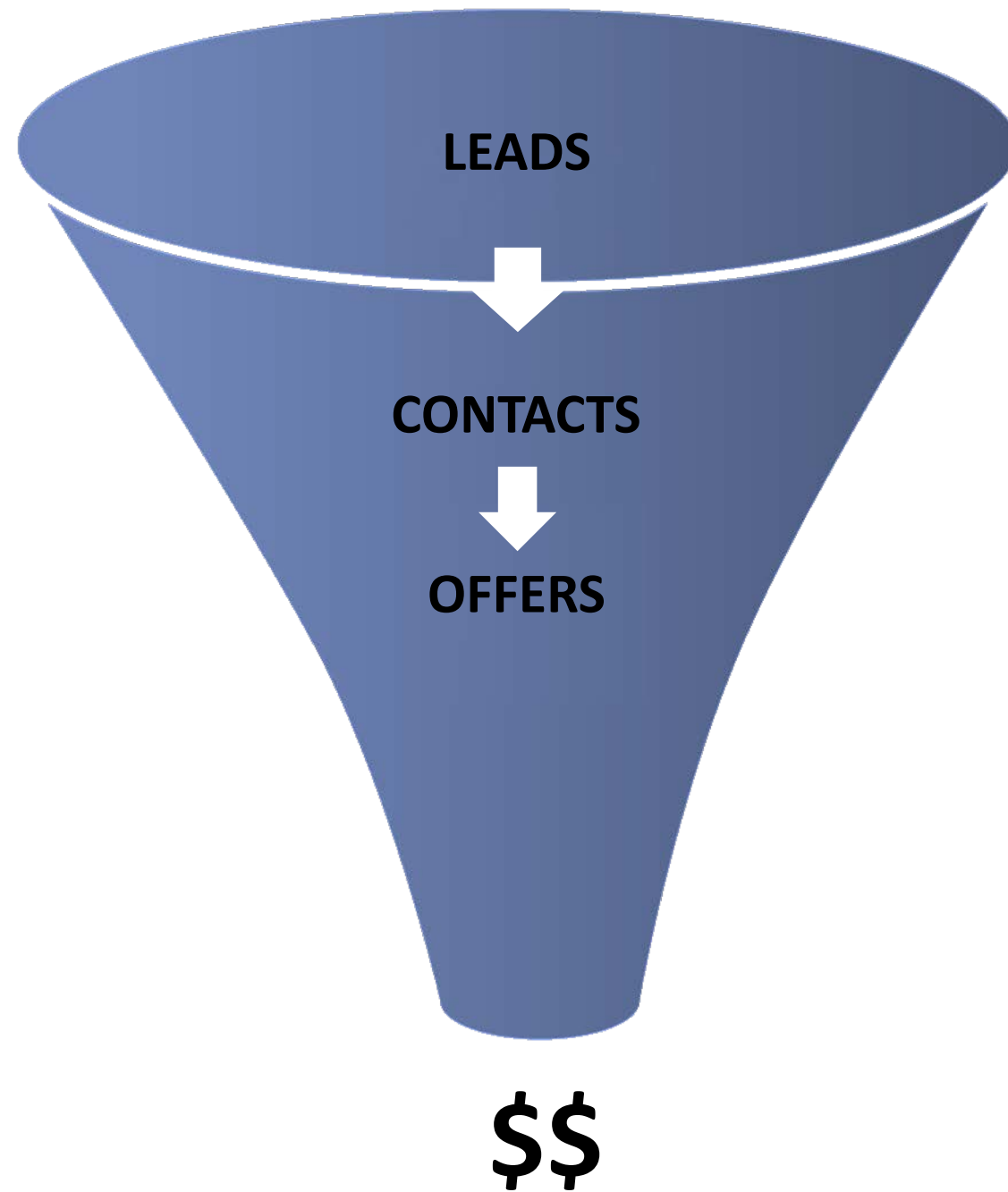
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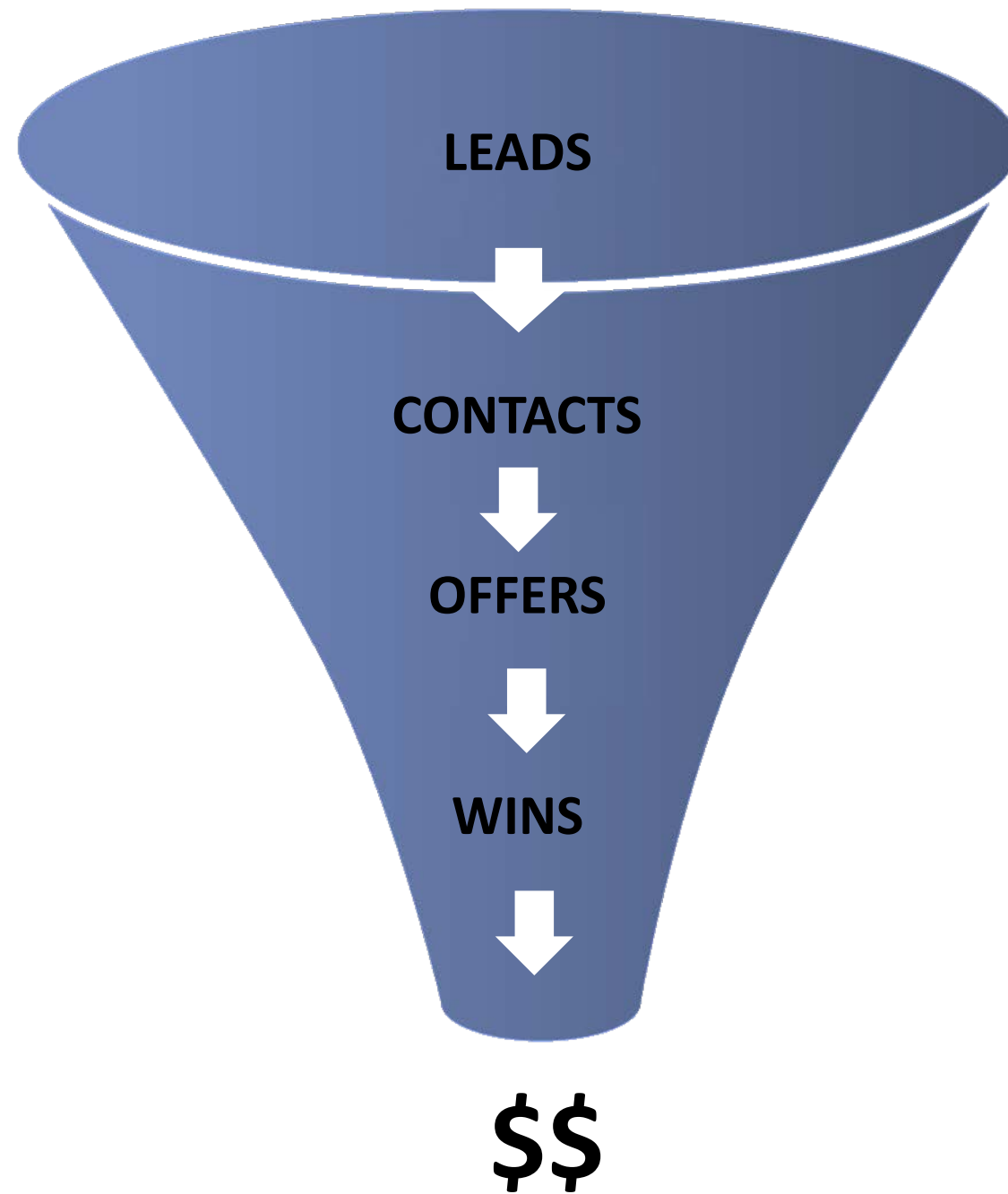
LEADS

\$\$



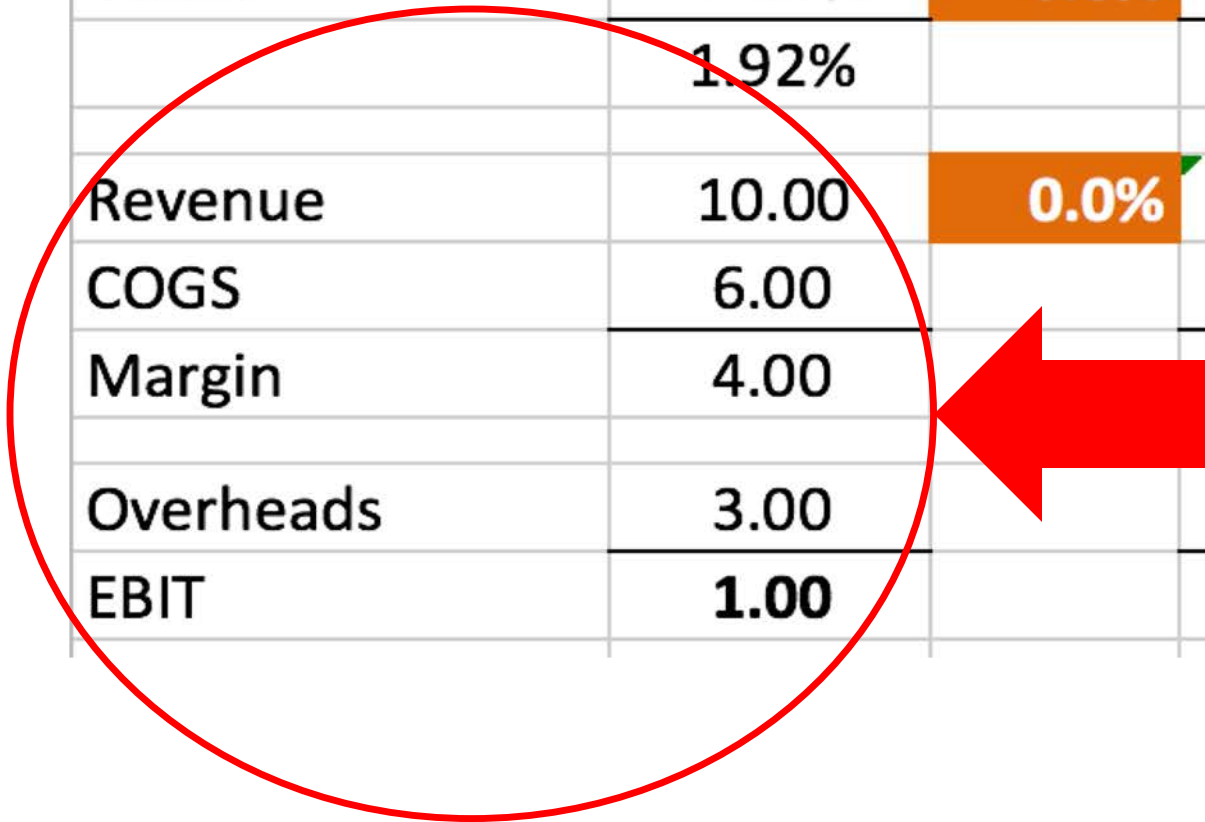






	START		YEAR 1		YEAR 2
Leads	34.20%	0.0%	34.20%	0.0%	34.2%
Contacts	33.00%	0.0%	33.00%	0.0%	33.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.92%		1.92%		1.9%
Revenue	10.00	0.0%	10.00	0.0%	10.00
COGS	6.00		6.00		6.00
Margin	4.00		4.00		4.00
Overheads	3.00		3.00		3.00
EBIT	1.00		1.00		1.00

	START		YEAR 1		YEAR 2
Leads	34.20%	0.0%	34.20%	0.0%	34.2%
Contacts	33.00%	0.0%	33.00%	0.0%	33.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.92%		1.92%		1.9%
Revenue	10.00	0.0%	10.00	0.0%	10.00
COGS	6.00		6.00		6.00
Margin	4.00		4.00		4.00
Overheads	3.00		3.00		3.00
EBIT	1.00		1.00		1.00

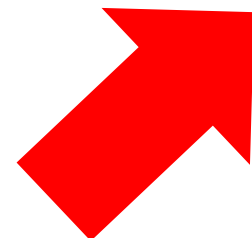
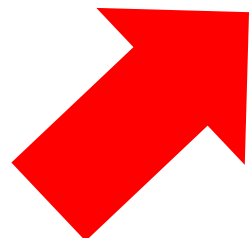
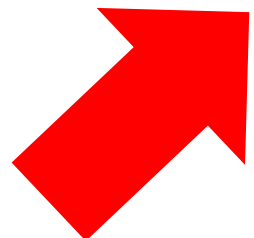


	START		YEAR 1		YEAR 2
Leads	34.20%	0.0%	34.20%	0.0%	34.2%
Contacts	33.00%	0.0%	33.00%	0.0%	33.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.92%		1.92%		1.9%
Revenue	10.00	0.0%	10.00	0.0%	10.00
COGS	6.00		6.00		6.00
Margin	4.00		4.00		4.00
Overheads	3.00		3.00		3.00
EBIT	1.00		1.00		1.00

	START		YEAR 1		YEAR 2
Leads	34.20%	0.0%	34.20%	0.0%	34.2%
Contacts		0.0%	33.00%	0.0%	33.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.92%		1.92%		1.9%
Revenue	10.00	0.0%	10.00	0.0%	10.00
COGS	6.00		6.00		6.00
Margin	4.00		4.00		4.00
Overheads	3.00		3.00		3.00
EBIT	1.00		1.00		1.00

	START		YEAR 1		YEAR 2
Leads	34.20%	0.0%	34.20%	0.0%	34.2%
Contacts	33.00%	0.0%	33.00%	0.0%	33.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.92%		1.92%		1.9%
Revenue	10.00	0.0%	10.00	0.0%	10.00
COGS	6.00		6.00		6.00
Margin	4.00		4.00		4.00
Overheads	3.00		3.00		3.00
EBIT	1.00		1.00		1.00

	START		YEAR 1		YEAR 2
Leads	34.20%	0.0%	34.20%	0.0%	34.2%
Contacts	33.00%	0.0%	33.00%	0.0%	33.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.92%		1.92%		1.9%
Revenue	10.00	0.0%	10.00	0.0%	10.00
COGS	6.00		6.00		6.00
Margin	4.00		4.00		4.00
Overheads	3.00		3.00		3.00
EBIT	1.00		1.00		1.00



	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	0.0%	35.2%
Contacts	33.00%	0.0%	33.00%	0.0%	33.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.92%		1.97%		2.0%
Revenue	10.00	2.9%	10.29	0.0%	10.29
COGS	6.00		6.18		6.18
Margin	4.00		4.12		4.12
Overheads	3.00		3.00		3.00
EBIT	1.00		1.12		1.12

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	0.0%	35.2%
Contacts	33.00%	0.0%	33.00%	0.0%	33.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.92%		1.97%		2.0%
Revenue	10.00	2.9%	10.29	0.0%	10.29
COGS	6.00		6.18		6.18
Margin	4.00		4.12		4.12
Overheads	3.00		3.00		3.00
EBIT	1.00		1.12		1.12

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	0.0%	35.2%
Contacts	33.00%	0.0%	33.00%	0.0%	33.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.92%		1.97%		2.0%
Revenue	10.00	2.9%	10.29	0.0%	10.29
COGS	6.00		6.18		6.18
Margin	4.00		4.12		4.12
Overheads	3.00		3.00		3.00
EBIT	1.00		1.12		1.12

+ 12%

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	0.0%	35.2%
Contacts	33.00%	1.0%	34.00%	0.0%	34.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1.00%		2.03%		2.0%
Revenue	10.00	6.0%	10.60	0.0%	10.60
COGS	6.00		6.36		6.36
Margin	4.00		4.24		4.24
Overheads	3.00		3.00		3.00
EBIT	1.00		1.24		1.24

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	0.0%	35.2%
Contacts	33.00%	1.0%	34.00%	0.0%	34.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1		2.03%		2.0%
Revenue	10.00	6.0%	10.60	0.0%	10.60
COGS	6.00		6.36		6.36
Margin			4.24		4.24
Overheads	3.00		3.00		3.00
EBIT	1.00		1.24		1.24

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	0.0%	35.2%
Contacts	33.00%	1.0%	34.00%	0.0%	34.0%
Offers	17.00%	0.0%	17.00%	0.0%	17.0%
	1		2.03%		2.0%
Revenue	10.00	6.0%	10.60	0.0%	10.60
COGS	6.00		6.36		6.36
Margin	4		4.24		4.24
Overheads	3.00		3.00		3.00
EBIT	1.00		1.24		1.24

+ 24%

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	0.0%	35.2%
Contacts	33.00%	1.0%	34.00%	0.0%	34.0%
Offers	17.00%	1.0%	18.00%	0.0%	18.0%
	1.92%		2.15%		2.2%
Revenue	10.00	12.3%	11.23	0.0%	11.23
COGS	6.00		6.74		6.74
Margin	4.00		4.49		4.49
Overheads	3.00		3.00		3.00
EBIT	1.00		1.49		1.49

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	0.0%	35.2%
Contacts	33.00%	1.0%	34.00%	0.0%	34.0%
Offers	17.00%	1.0%	18.00%	0.0%	18.0%
	1.92%		2.15%		2.2%
Revenue	10.40	12.3%	11.23	0.0%	11.23
COGS	6.90		6.74		6.74
Margin	3.50		4.49		4.49
Overheads	3.00		3.00		3.00
EBIT	1.00		1.49		1.49

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	0.0%	35.2%
Contacts	33.00%	1.0%	34.00%	0.0%	34.0%
Offers	17.00%	1.0%	18.00%	0.0%	18.0%
	1.92%		2.15%		2.2%
Revenue	10.00	12.3%	11.23	0.0%	11.23
COGS	6.00		6.74		6.74
Margin	4.00		4.49		4.49
Overheads	3.00		3.00		3.00
EBIT	1.00		1.49		1.49

+ 49%

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	1.0%	36.2%
Contacts	33.00%	1.0%	34.00%	1.0%	35.0%
Offers	17.00%	1.0%	18.00%	1.0%	19.0%
	1.92%		2.00%		2.4%
Revenue	10.00	12.3%	11.23	11.7%	12.55
COGS	6.00		6.74		7.53
Margin	4.00		4.49		5.02
Overheads	3.00		3.00		3.00
EBIT	1.00		1.49		2.02

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	1.0%	36.2%
Contacts	33.00%	1.0%	34.00%	1.0%	35.0%
Offers	17.00%	1.0%	18.00%	1.0%	19.0%
	1.92%		2.00%		2.4%
Revenue	10.00	12.3%	11.23	11.7%	12.55
COGS	6.00		6.73		7.53
Margin	4.00		4.50		5.02
Overheads	3.00		3.00		3.00
EBIT	1.00		1.49		2.02

	START		YEAR 1		YEAR 2
Leads	34.20%	1.0%	35.20%	1.0%	36.2%
Contacts	33.00%	1.0%	34.00%	1.0%	35.0%
Offers	17.00%	1.0%	18.00%	1.0%	19.0%
	1.92%		2.00%		2.4%
Revenue	10.00	12.3%	11.23	11.7%	12.55
COGS	6.00		6.75		7.53
Margin	4.00		4.48		5.02
Overheads	3.00		3.00		3.00
EBIT	1.00		1.49		2.02

+ 102%

MAKE IT SO!





MARGINAL GAIN EQUATION

1%

If you already think you're as good as you can be, you will defend the status quo and become defensive when people point out your weaknesses.

If you think you can improve, you will be oriented towards a search for marginal gains, and you will be thrilled when people point out your weaknesses, because it gives you a chance to fix them and become even better.

It is a *completely different way of seeing the world.*

NOT EVERYTHING THAT COUNTS, GETS COUNTED.

NOT EVERYTHING THAT GETS COUNTED, COUNTS.

**START THINKING ABOUT – AND MEASURING,
PROGRESSION, VELOCITY
AND LEAKAGE.**



2. Troubled /
Anxious

4. Receive
Offers

6. Select

7. Engage

5. Shortlist



3. Identify
Needs

1. Unaware &
Untroubled

The Buyers' Journey



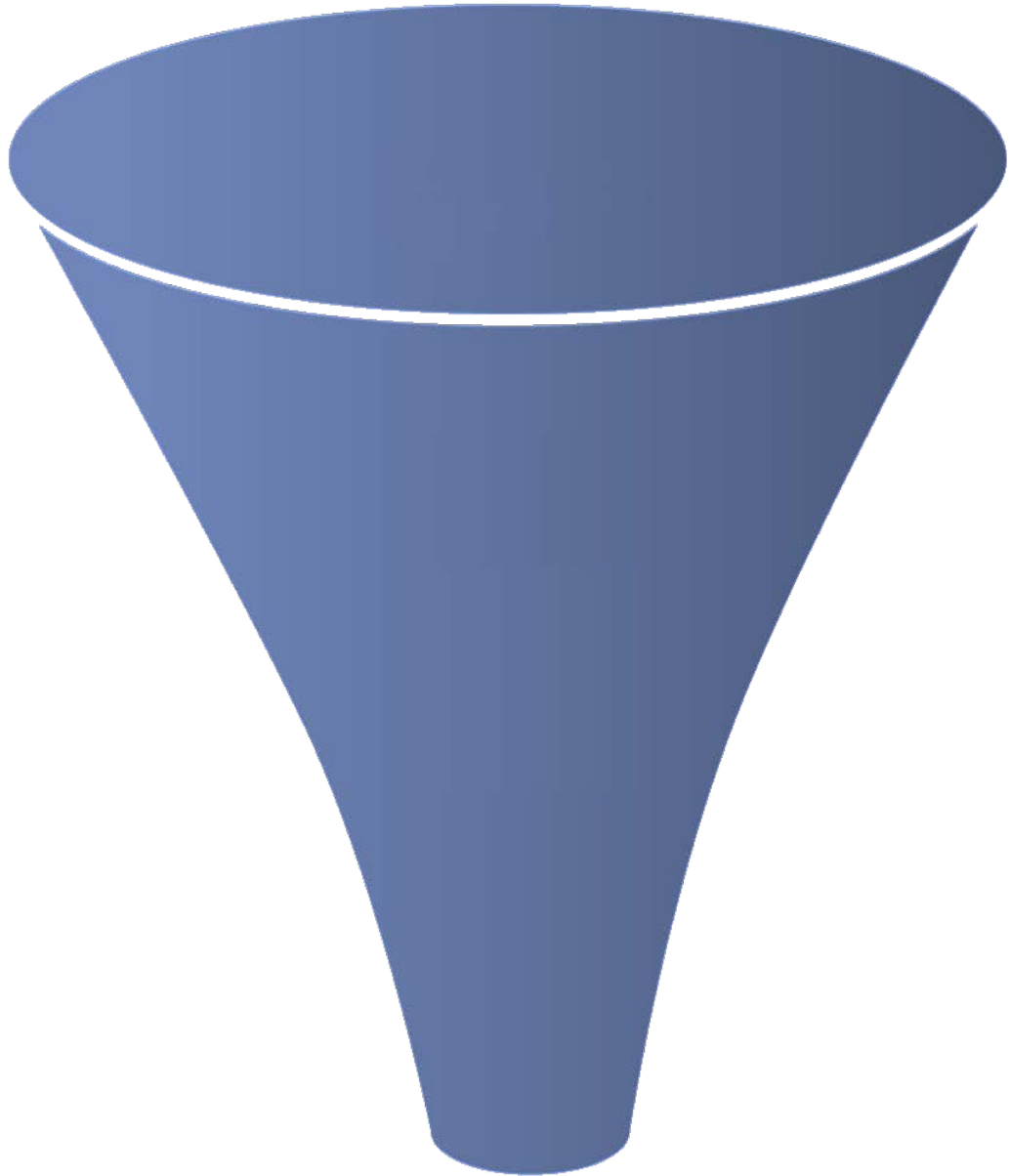




The Buyers' Journey



- Untroubled & Unaware
- Feel & Acknowledge Pain
- Initial Research
- Identify & Clarify Needs
- Identify Solution Options
- Solicit Offers
- Receive & Review Proposals
- Select Preferred Supplier
- Engage



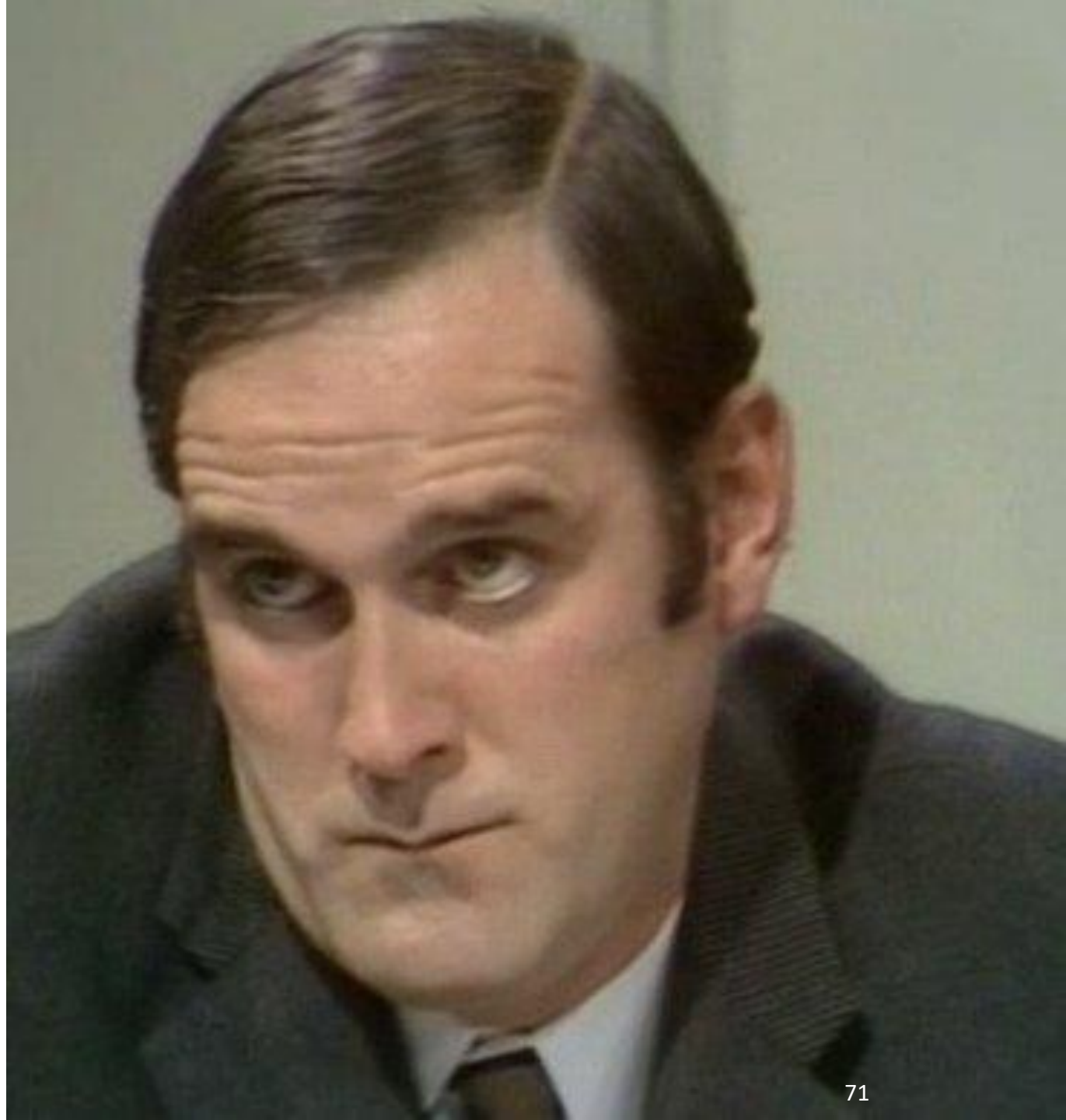
	100	Untroubled & Unaware
65%	65	Feel & Acknowledge Pain
50%	32	Initial Research
75%	24	Identify & Clarify Needs
75%	18	Identify Solution Options
50%	9	Solicit Offers
65%	5	Receive & Review Proposals
30%	2	Select Preferred Supplier
90%	1	Engage

The Logic of Marginal Gain Theory

- Buyer's journey
- Number of progressions
- Tactics to *progress* and *accelerate*
- Drive *progression* and *velocity*
- Measure *progression* and *velocity*
- Improve progression - *incrementally*

Conservative Buyers

- More comfortable with people than technology
- Risk averse
- Price sensitive
- Highly reliant on trusted advisors and referrers
- Like complete, proven solutions
- Can see benefit in value-added services, but resist paying for them



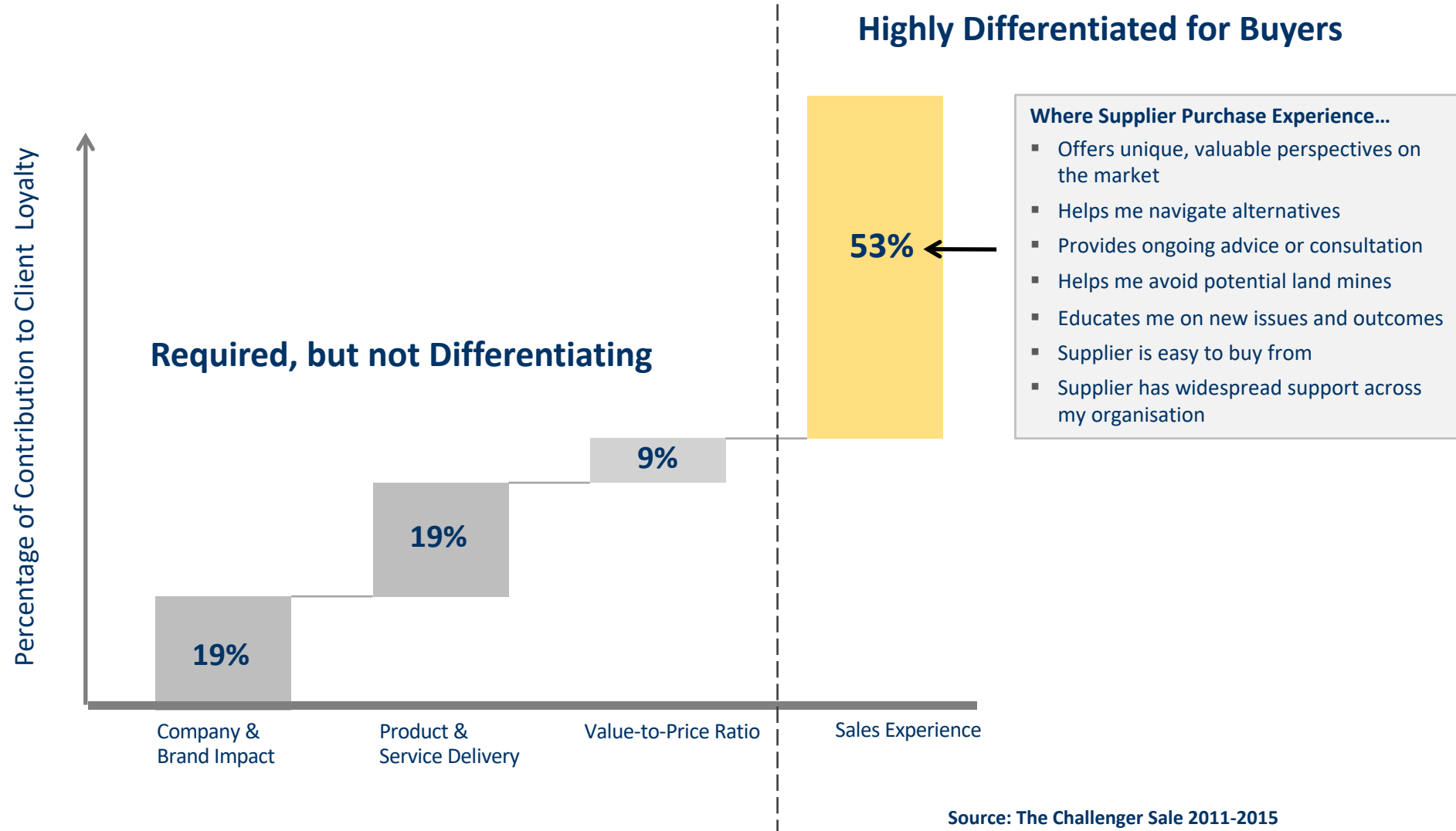
Oh, interesting. Let me just write
that on my list of things I don't give
a shit about.



1. Uniqueness



Challenger Selling





2. Scarcity

3. Trust



4. Proximity



5. “KVP”



....Killer Value Proposition!

Pain – and the “*CROCODILE BRAIN*”



IDEAL CUSTOMER PROFILE



Discovered our “Problem statement”


TRUST



**Prospects who have
this PROBLEM with
their current provider**



Created Content that spoke to our prospects about this problem



Not Everyone Who Smiles at You Is Your Friend

Behind the Crisis of Confidence Undermining Insurance in Australia

Paul Hines
CEO – GSA Insurance Brokers

A crisis of trust

"Be very careful who you trust", the saying goes. "The devil was once an angel."

Trust is a frail and multidimensional beast; it can be logical, emotional – and both! We often think about trust as being intangible. Yet without trust, real things disintegrate – sometimes with frightening speed and

The defensive blanket provided by our insurers underpins the confidence without which modern business would simply grind to a halt. It allows businesses to make good decisions and manage risk in order to survive – and hopefully to thrive. Not having insurance or being underinsured or poorly insured



Why has trust broken the industry?

The general insurance industry serves as a sad example of a pending crisis of trust. Business owners are shrouded in uncertainty about the details of their insurance programs. Do we have the right coverage? Is our cover priced accordingly? What other exposures should we consider? What happens in the event of a claim? Am I getting the right level of service?

Paul Hines
CEO – GSA Insurance Brokers

The problem unfolds

Within every collective there are participants who damage the reputation of the group they represent.

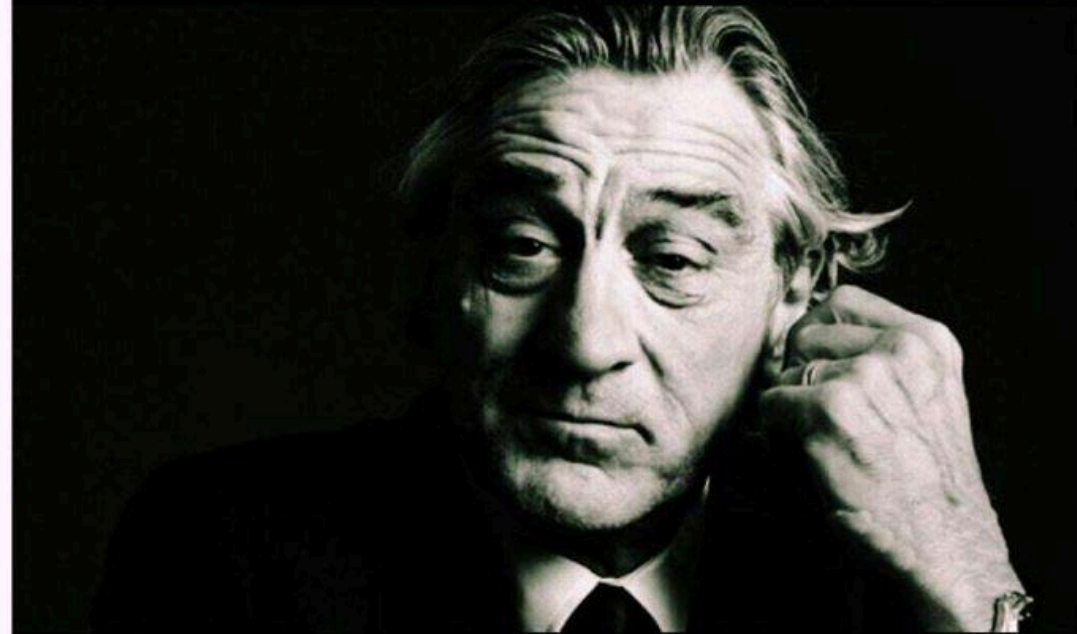
Everything is not rosy

Businesses and Brokers are quick to blame. The finger is frequently pointed at the insurers themselves.

Not just Insurance – Different conversations on TRUST

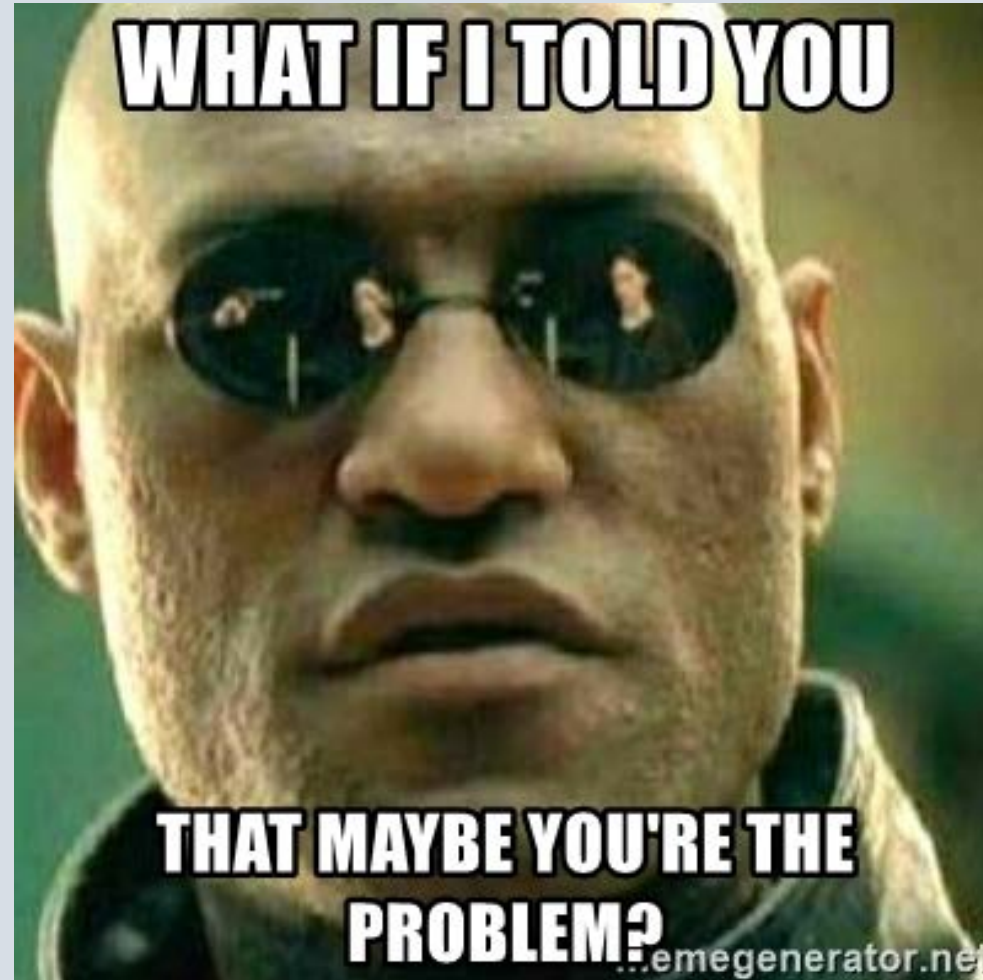
When the prospect realised they have a TRUST problem...

I DON'T HAVE TRUST ISSUES



**I JUST THINK MOST
PEOPLE ARE FULL OF SHIT**

BroCo are there to help solve their problem



MARKETING



Generating Leads

SALES



Converting Leads

What we did - Sales

Developed
conversation &
email scripts



What we did - Sales

Matured our sales
process to speak
to prospects at
the right time

So we don't get ignored!



"Speak now, you may."

What we did - Sales

Reviewed current pipeline
against our IDEAL CLIENT and
PROBLEM

Anyone that is not our
IDEAL CLIENT or doesn't have
TRUST PROBLEM we stopped
'wasting' time on

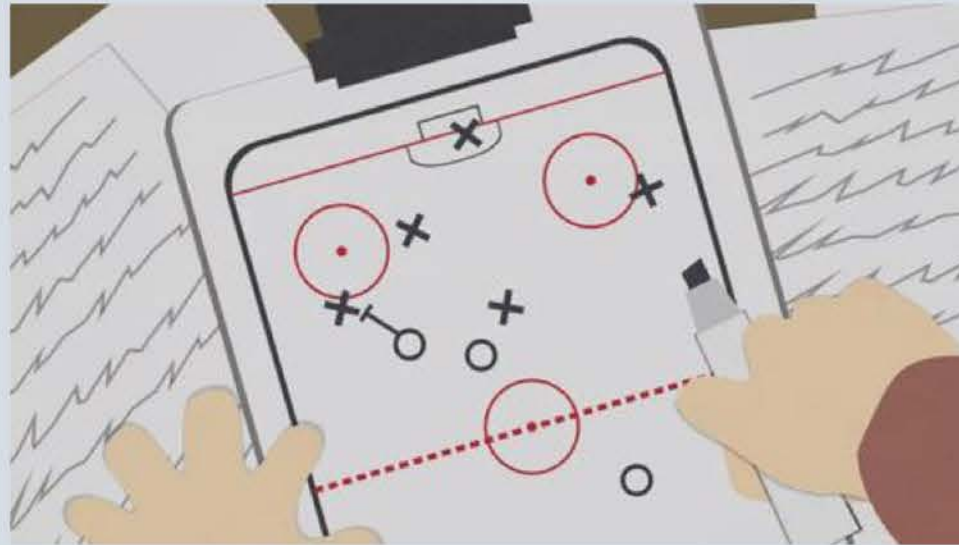


ENOUGH OF THIS \$#!T

**Because our time is far too important
to be wasted on your shenanigans.**

What we did - Sales

Introduced
STRATEGIC ACCOUNT PLANNING (SAP)
for specific prospects



What we did - Sales

A clinical review process that stops us wasting time on non-productive effort whilst focusing key resources where best value, and revenue, can be achieved



OUTCOMES?

Sales improved by 20% per year

Profit improved by 100% per year

A hand is shown pointing towards a futuristic digital interface. The interface features a central glowing blue circle containing a stylized brain icon, surrounded by concentric rings and glowing orange and blue lines. The background is dark blue with glowing orange and blue particles.

Growing Revenue in a Post-COVID World

CHUBB®

RevenueTEK[®]