



**Finding Sales Success by
Seeking the Customer Maven**



***The Markets have Changed —
Sales and Marketing has Not***

The Markets Have Changed, But Sales & Marketing Response Is Feeble

Rapid Change

- Fickle consumers is driver
- Non-spousal approval price
- “Al dente” marketing
- Time To’ s ... Revenue
- “Good enough” wins

Corporate Response

- 80-20 rule sales force focus
- Customer’ s customer
- Focus groups
- Salesforce.com
- Quick to commodity pricing

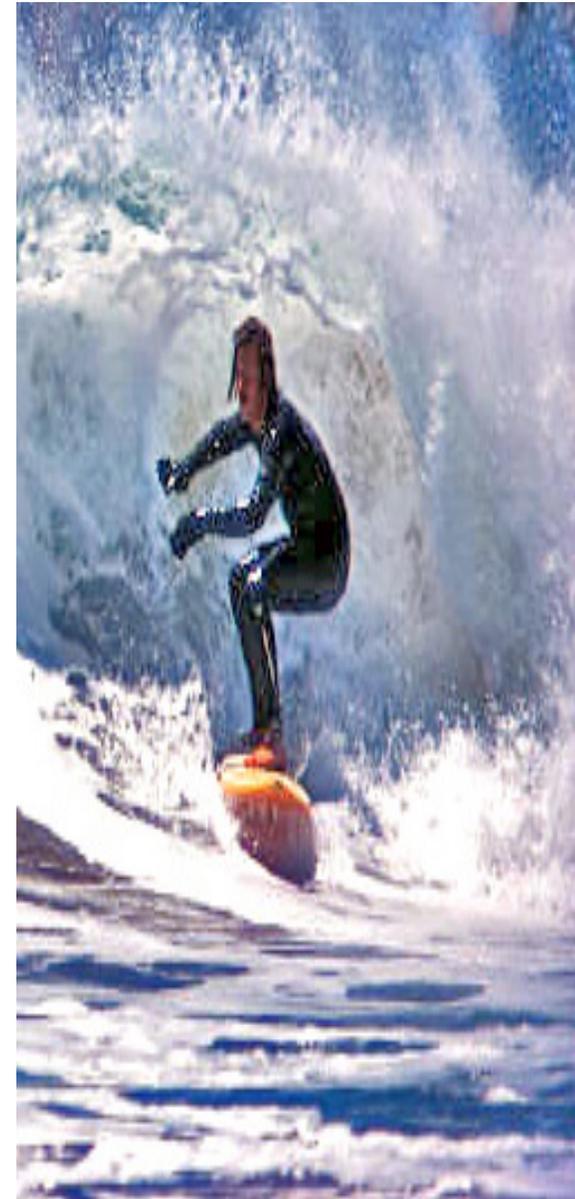
Result: The Next “Big Thing” Is Missed

Solution: Customer Maven's — The Visionary For New Products

Maven Marketing — a customer targeting method, that seeks first position advantage in new innovations

Ma-ven, \ˈmāvən\ n: expert

- **Visionary**
- **Sees the big picture**
- **Experienced, Not Traditional**
- **Change agent**
- **Doer**
- **Seeks new opportunity**
- **Outside the silo**



Perfect Storm:

Opportunity where Maven's vision plus partners' competency, finds market opportunity that did not exist

Incremental
Safe
Predictable



Business Case
Engineering Review
Revenue Projections
ROI Calculations

Outrageous
Exciting
Game Changing

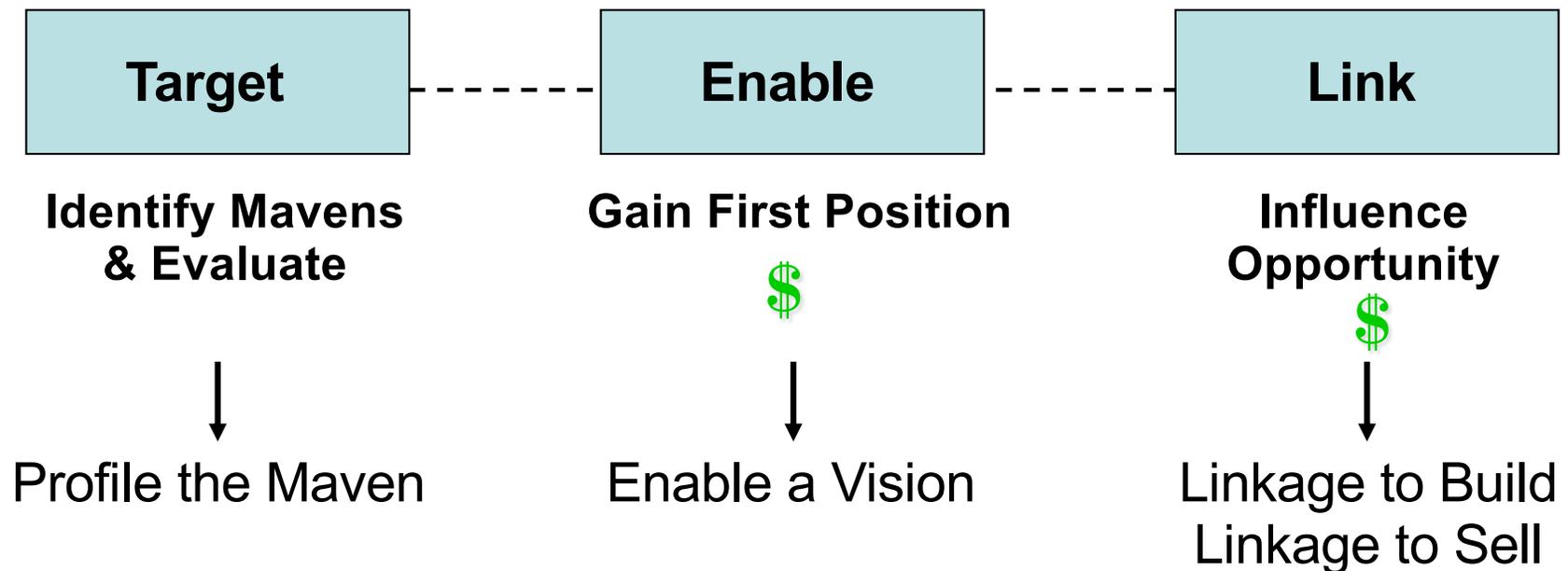


In a Fickle Marketplace, Seek Mavens
As They Will Lead You to Unseen
Opportunity and Real Growth!

Real Innovations Don't Have ROI's!

Double-Digit Growth – Seek Mavens: They Will Lead You to Unseen Opportunity and First Position for Real Growth!

Why? Its What Your Customer Isn't Telling That Kills You!
Focusing On Traditional Customers In Key Accounts Will Only
Deliver Incremental Gains

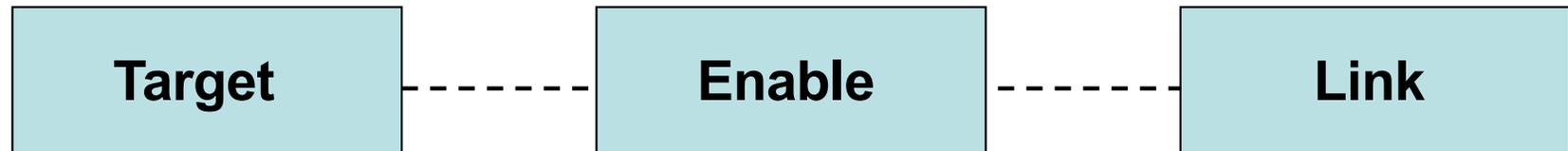


**To gain double-digit growth your firm
YOU MUST BECOME
a key player in the maven's vision and ultimate success**

Example: Mavens Need Linkages — Creating Value From Available Technologies and Seeking Partnerships for Whole Product Solutions

Tony Fadell, Apple Computer —

Found a home for his iPod design at Apple Computer. Apple was an unlikely target because they had failed with handhelds (Newton)



Itinerant HH Designer
MP3 Evangelist
Lust for Success

Insanely Outrageous
Portable Sound

Portability,
Whole Product

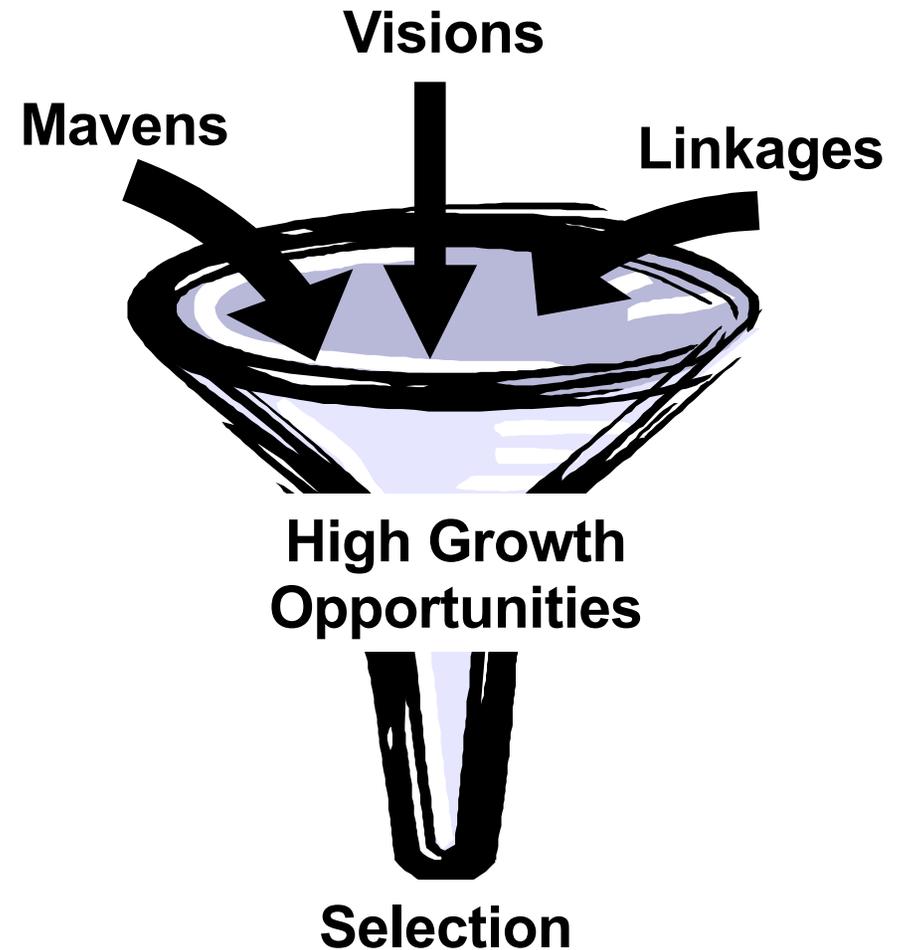
Linkage To Sell:
Solve DRM
Mac Ease Of Use
Apple Marketing
Whole Product

Linkage To Build:
Portal Player
Wolfson Microelectronics
Linear Technology
Synaptics

Maven Benefits — Improve Your Process

Keep Hitting Single and Doubles, But Firms Thrive With Home-Runs!

- **Create** a common lexicon to communicate easily with sales, corporate development and FAEs
- **Document** a repeatable selection process based on experience with past maven situations
- **Avoid** contact mistakes, provide the right contact and the right Maven solution
- **Accelerate** training of corporate development personnel, FAEs and sales force
- **Leverage** key personnel and capabilities, see more, find more



Maven: A Customer Identification Method That Looks for Game Changing Wins

Companies That Demand Double Digit Growth and Are Looking for New Revenue Streams

Maven check list for business development, internal mavens GM's and other corporate leaders seeking growth

Maven

- Visionary leader
- Has ability to drive change
- Integrates ideas across the functions/groups
- Seeks a whole product
- Willing to partner

Company fit

- Do we understand the vision?
- Is there a maven?
- Do our competency match their needs?
- Who is the right contact?
- What is the correct company response?

Build A Maven Process To Find New Opportunities To Increased Revenue



- Create a maven sales process
- Identify and profile customer mavens
- Document internal decision process

- Why? Because success with the Maven means being first with
 - Customer Win
 - Volume
 - Revenue
 - Relationship