

ONE
OCEAN NETWORK EXPRESS

Becoming My Best as Key Account

TACK
TMI
a GI GROUP brand

MDI
Partner in New Normal



MODUL 1

Becoming ONE's Professional Key Account in Modern Era

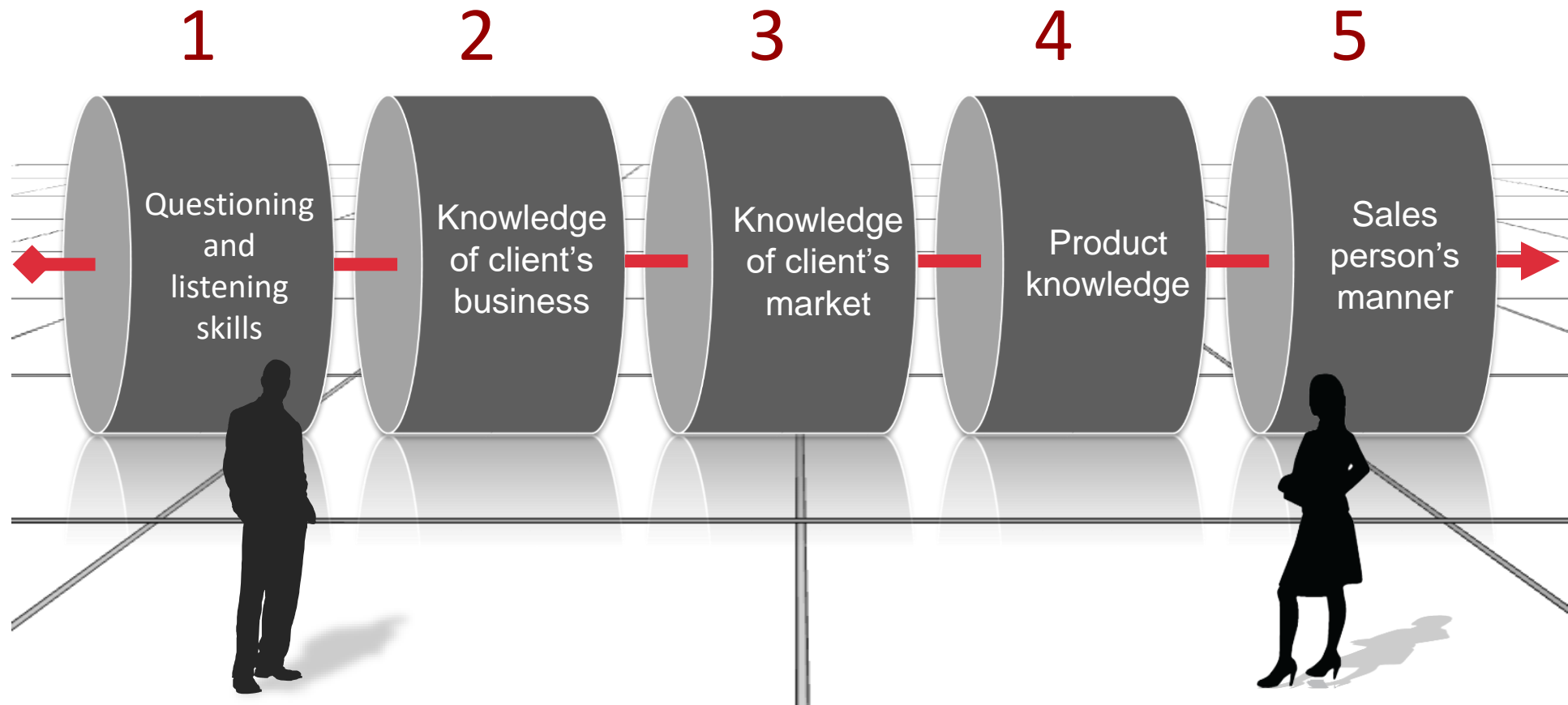


Buyers were asked....

....on your most recent significant **commercial purchasing decision** with a supplier, which aspects of the supplier salesperson prompted you to deal with them?



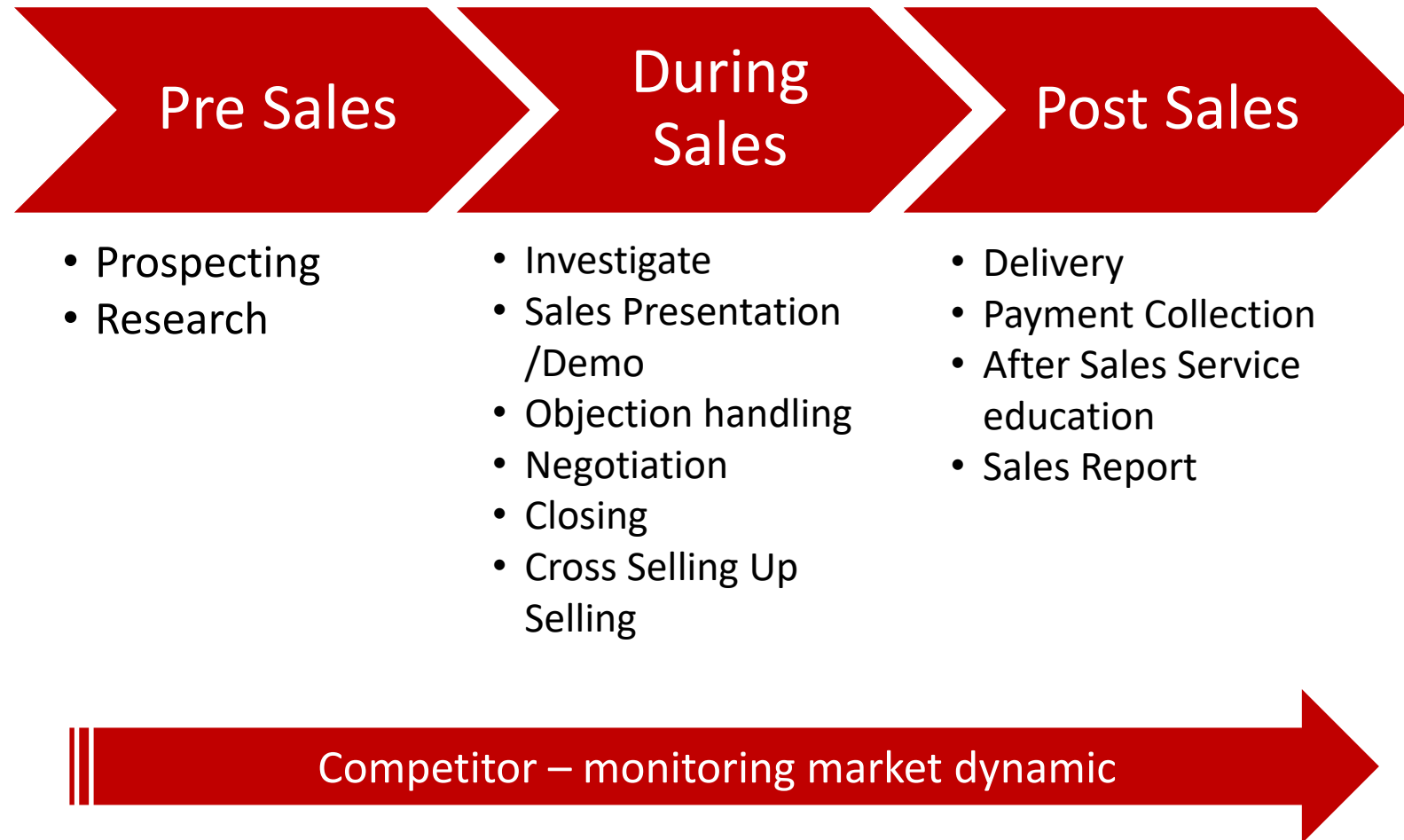
What makes a buyer buy from a salesperson? (TACK BUYER'S SURVEY)



Selling Styles



The Sales Cycle

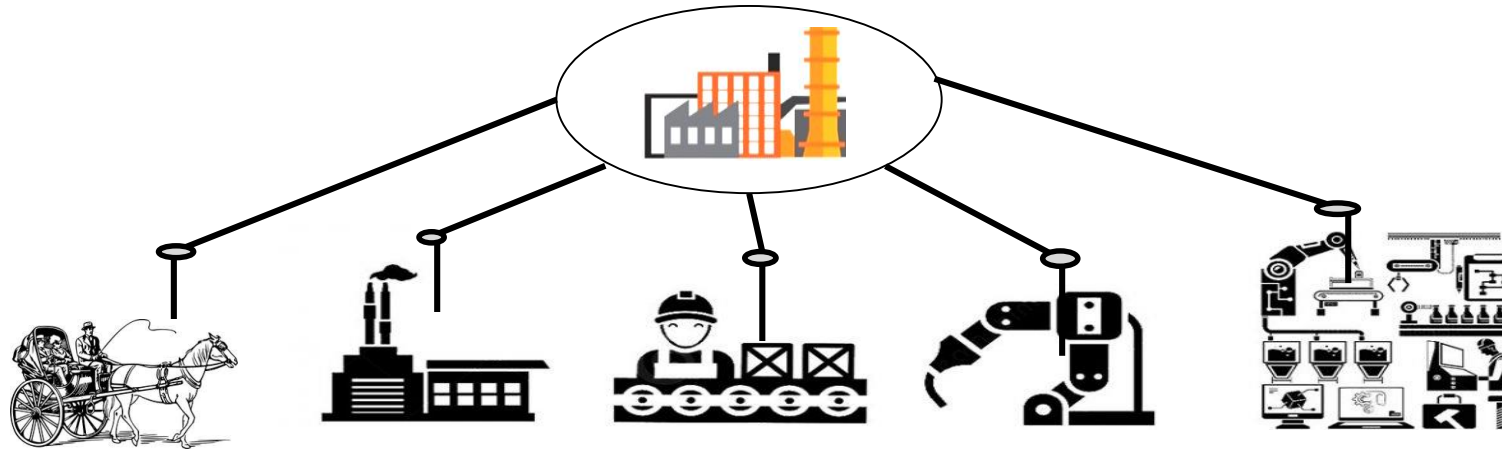


Today's Business

- ↘ Complexity
- ↘ Globalisation
- ↘ Increasing competition
- ↘ Technologic revolution
- ↘ Short life cycles
- ↘ Insecurity
- ↘ Chaotic change



The Industrial Revolution



Gilda

Industrial Revolution 1.0

Industrial Revolution 2.0

Industrial Revolution 3.0

Industrial Revolution 4.0

1500 – 1700

1700 – 1850

1850 – 1960

1960 - 1990

2015 - 2025

(Human & Animal)

- Labor union
- Early days farming
- Horse

(Steam Engine)

- Mass production
 - Factories
 - Mining
 - Transportation

(Electricity & Conveyor)

- Ford (T Model)
- Planes

(Internet)

- Computer
- Digital
- Semi conductor
- Robot

(Information & AI)

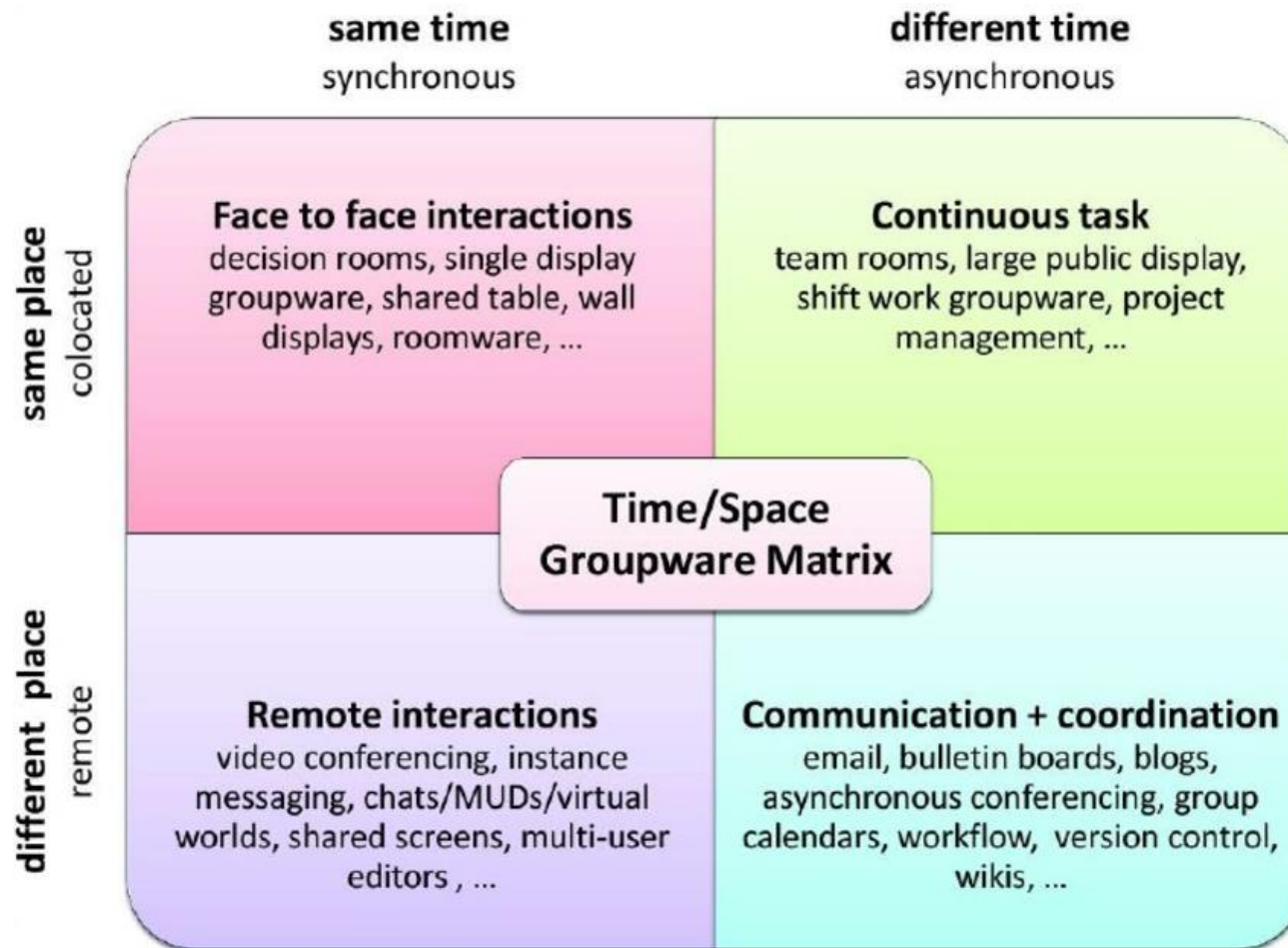
- “Really - real time”
- Smart Robotic
- Internet of Things

How to Adapt in the Future? Understand...

1. How to Use Modern Systems and Channels
2. How to Communicate in Virtual Reality
3. How to Influence Diverse Customers



1. How to Use Modern Systems and Channels



2. How to Communicate in Virtual Reality

1. It is about **setting the context** so that communication lands the way it is intended

3P's technique for framing – Purpose; Process; Permission

2. Letting **people know where we are** – what have we covered/ accomplished and where we are headed?
3. Giving your **full attention to what is going on here and now**
4. **Do what you promise to do**

