

NAKED SALES

HOW DESIGN THINKING
REVEALS CUSTOMER MOTIVES
AND DRIVES REVENUE



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The PitchLink Sales & Marketing

Lit Fest



29-30 June 2023



SOMERSAULT
INNOVATION

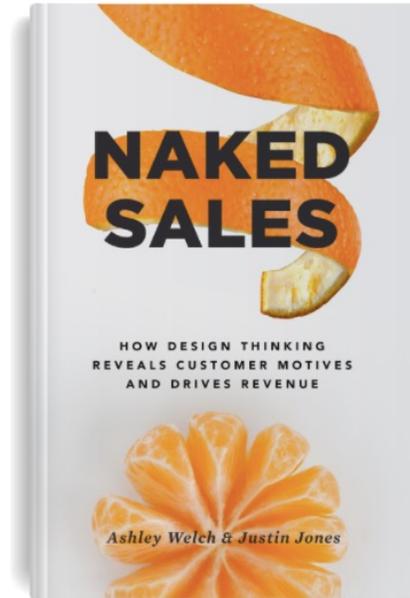
Somersault Innovation

Design
Thinking

+

Sales

=



Salesloft.



servicenow.







“

My talk track used to be about the Salesforce product.

Now it is based on my experience with the customer's product.

— **Sachin Rai** | AE, Enterprise Corporate Sales, Salesforce

Sell by Design Results



- 5 months
- 4 Enterprise Account Teams, 4 Accts
- \$4M in closed Revenue and \$2M in new Pipeline



- 6 months
- 36 Enterprise Corp AEs and Accounts
- \$28.4M new Pipeline
- \$6.5M in closed Revenue

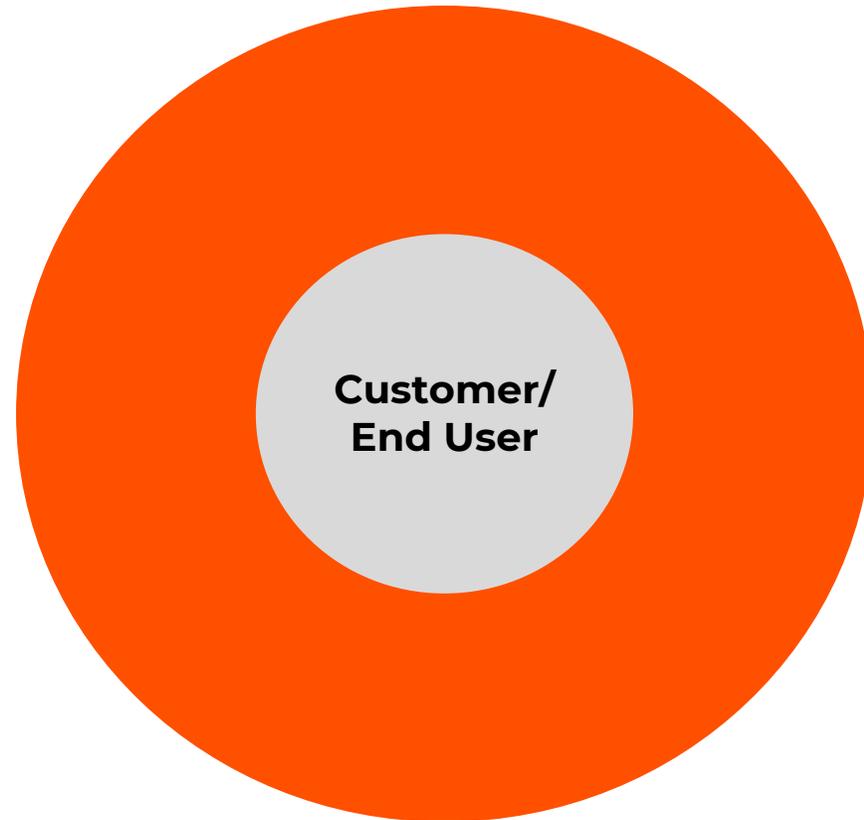


- 3 months
- 75 Global Acct Mgrs and 75 Accts
- 65M in New Pipeline
- \$1.5M in closed revenue

Design Thinking in Ketchup

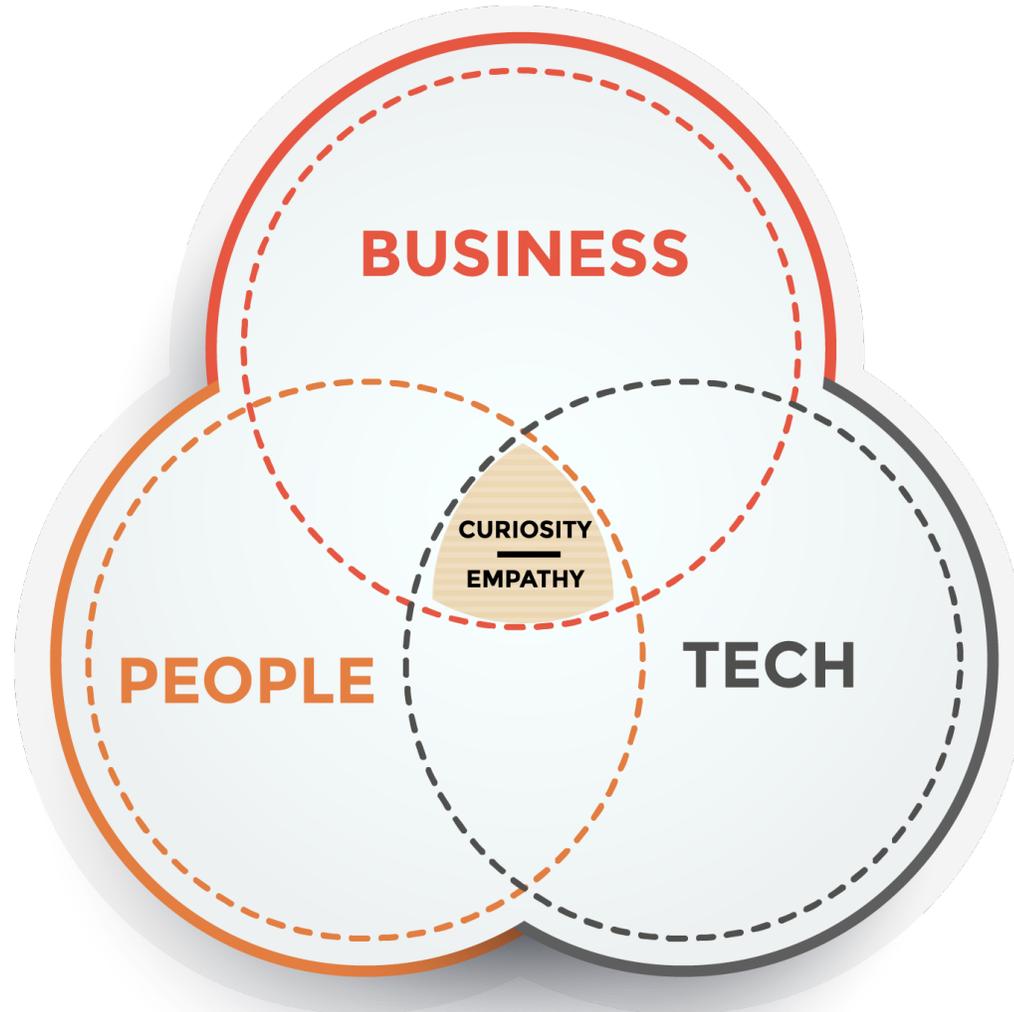
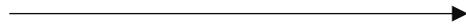


It's all about the Mindset



Framework

Start Here



What we know...

- Co-creation is the name of the game
- As you get more successful, discovery lessens = not a good trend
- Don't get disconnected from your users!
- Stay curious and listen – the most powerful asset you have
- Complex sales demands multiple stakeholders are involved and aligned
- Talk about what your customers want/need NOT the features of your solution

Sell by Design™ Framework



Discovery

Know your customer's macro and micro

Insights

Build unique insights that help your customers reframe

Acceleration

Co-Create and solve together

Discovery Strategy

**Macro
Priorities**

1

2

3

4

Your Customer

**Micro: End
Customers/Users**

Discovery Strategy

**Macro
Priorities**

1

2

3

4

Your Customer

**Micro: End
Customers/Users**

End Customers/Users

Distributors

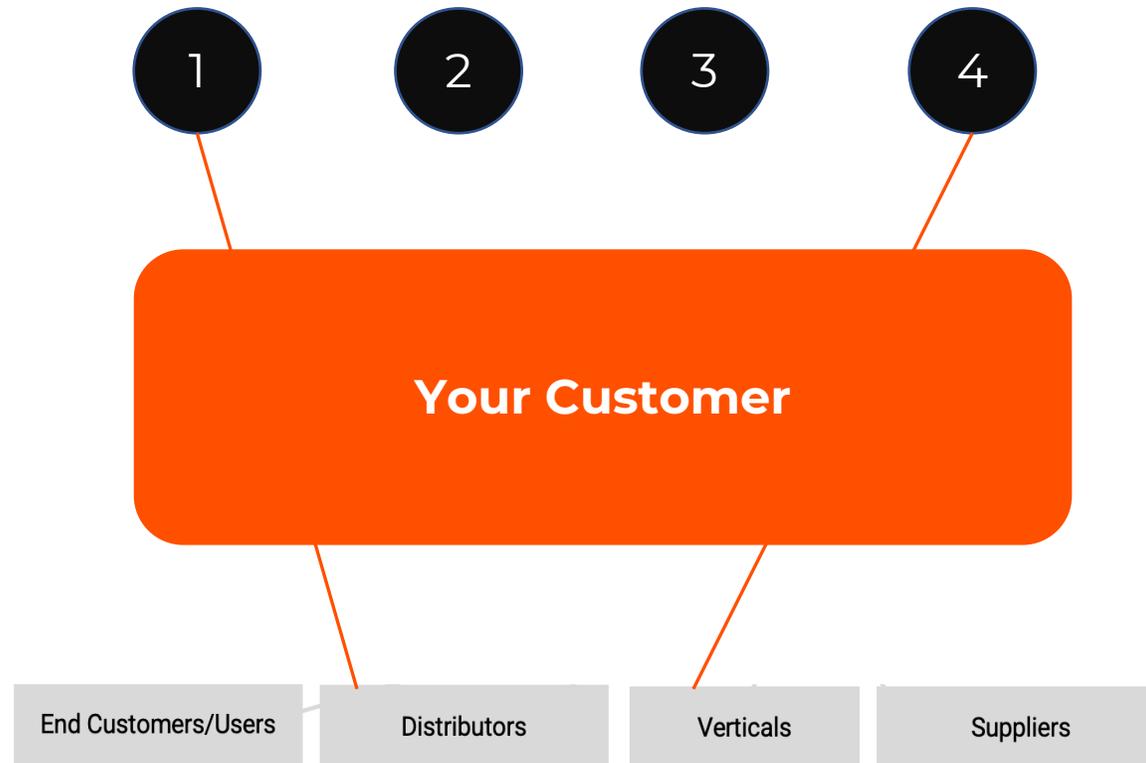
Verticals

Suppliers

Discovery Strategy

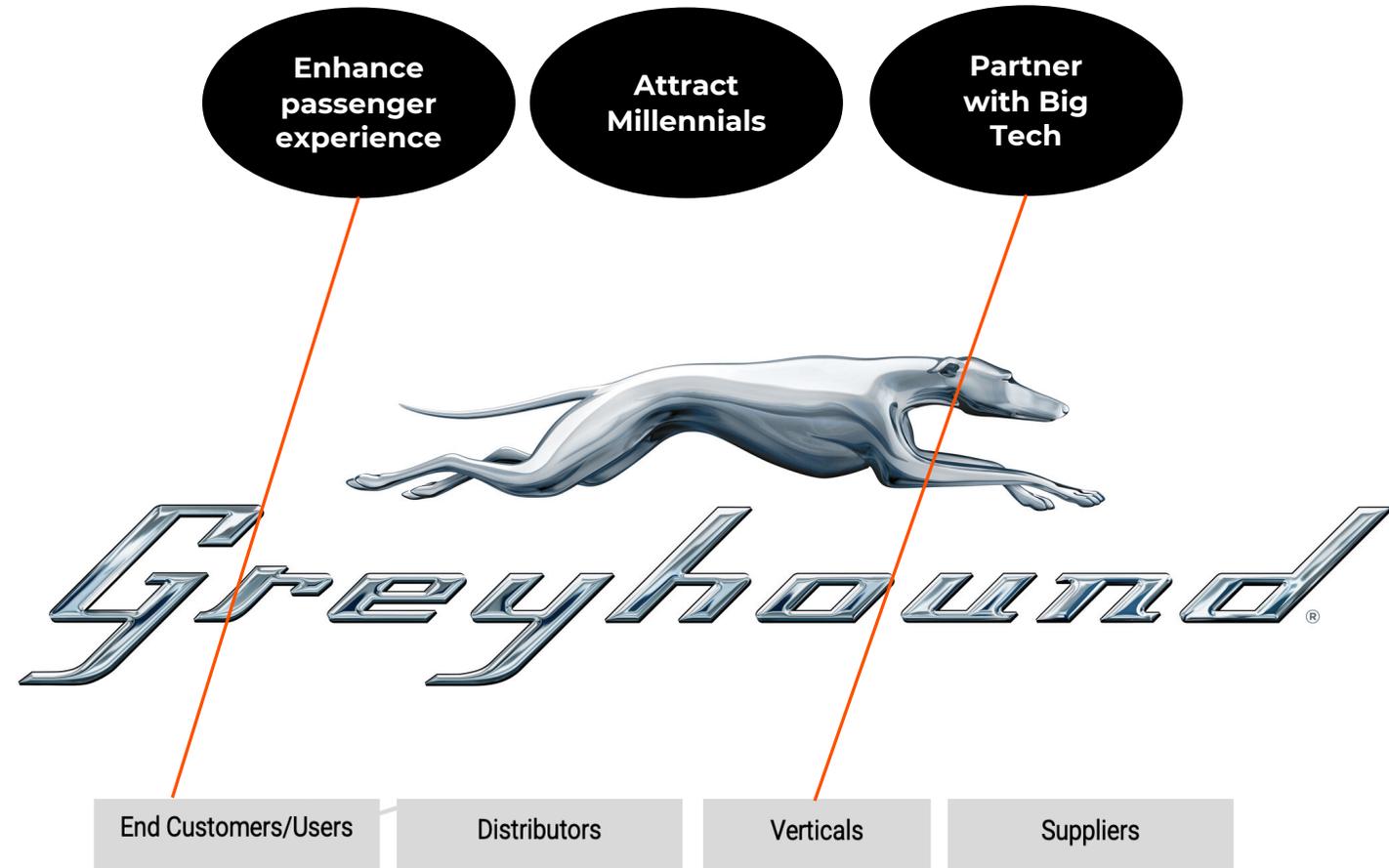
**Macro
Priorities**

**Micro: End
Customers/Users**

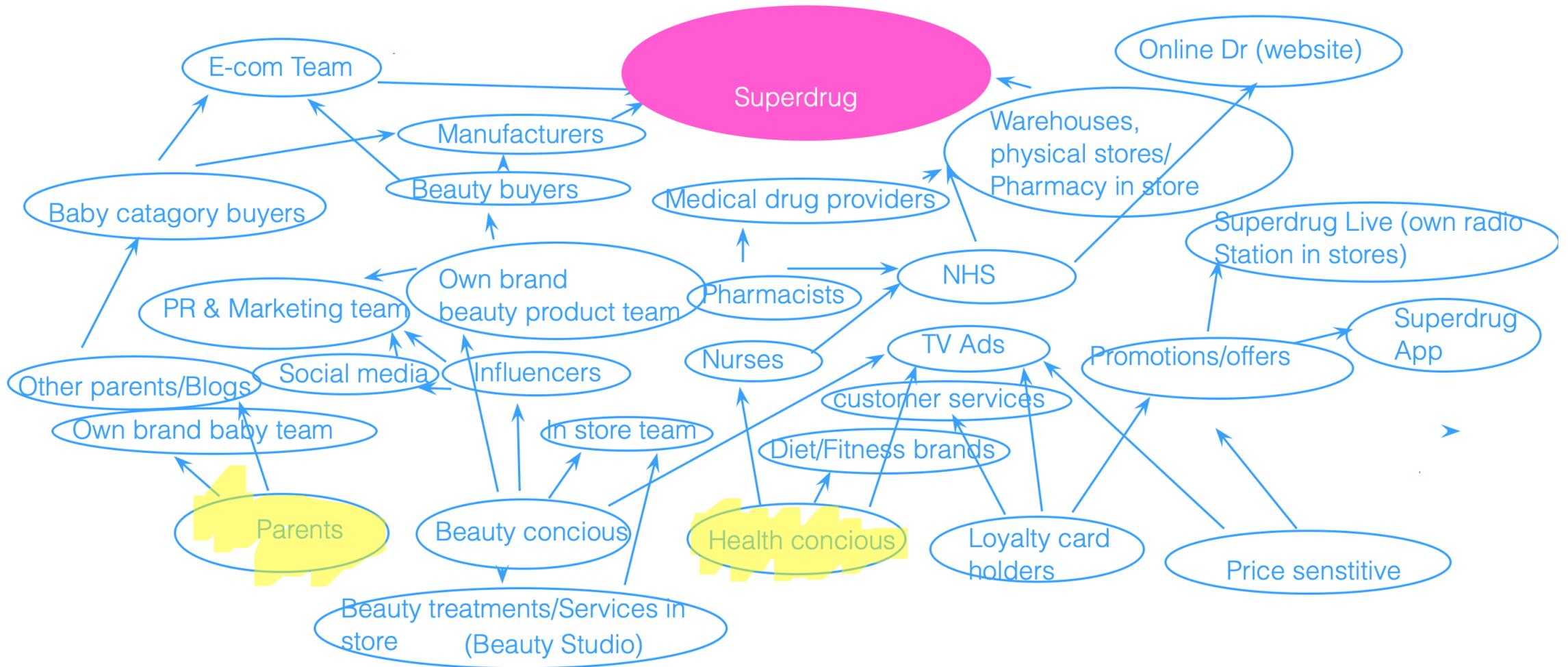


Example

**Macro
Priorities**



**Micro: End
Customers/Users**



Design Mindsets

Curiosity &
Empathy



Curiosity Prompts (4 things)



WHAT
Surprises you?



WHAT DO PEOPLE
Care about?



HACKS OR
Adaptations?



INCONSISTENCIES
Or Contradictions?

Hallmark



WHAT
Surprises you?



WHAT DO PEOPLE
Care about?

Loans

**HACKS OR
Adaptations?**





INCONSISTENCIES
Or Contradictions?

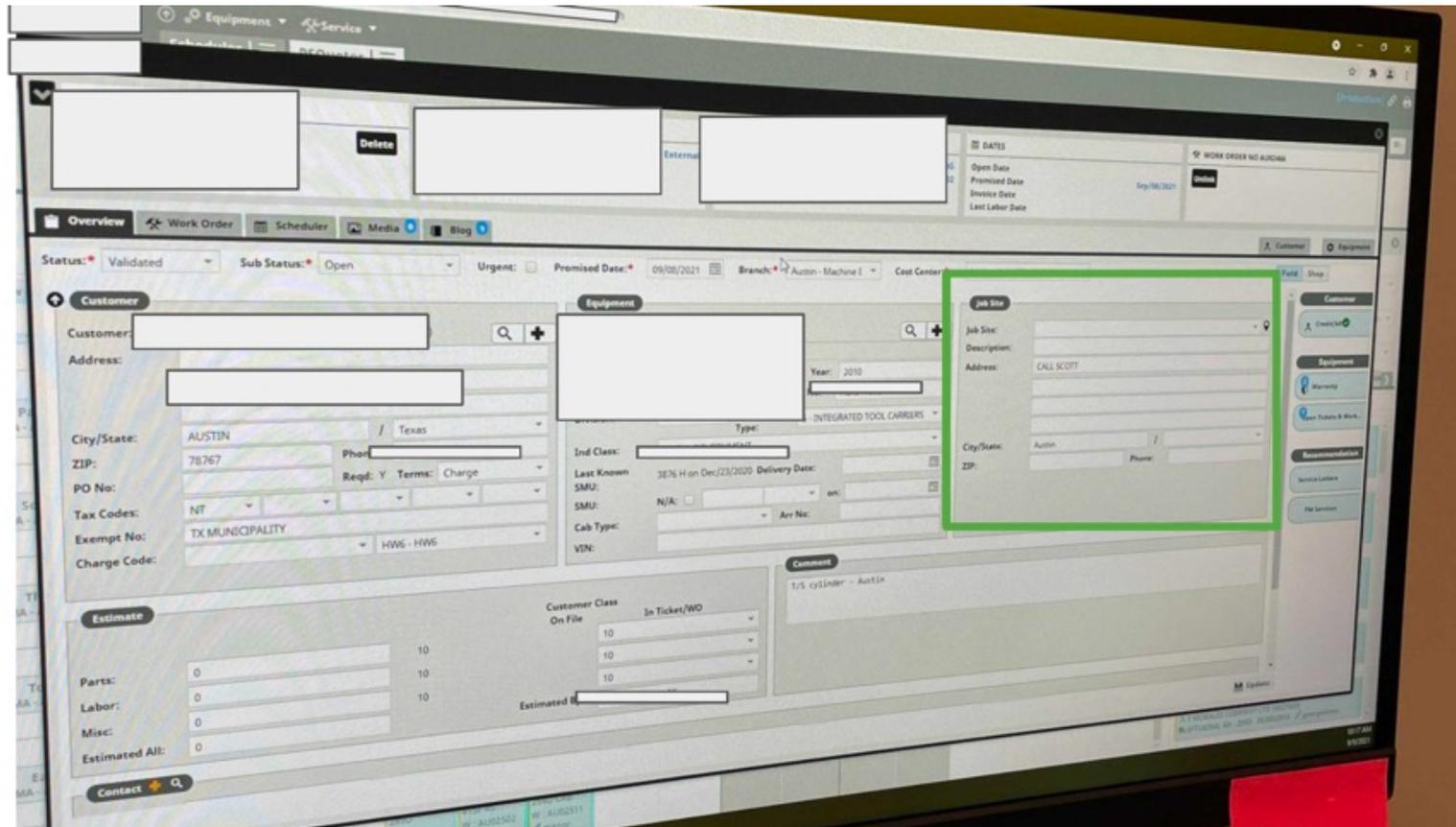
Empathy (4 things)



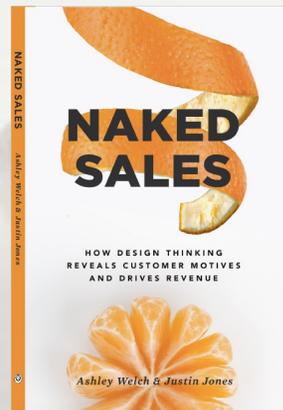
- **Take their perspective**
- **Notice emotion**
- **Withhold judgment**
- **Feed it back**

Discovery Pro Tip: Gather Artifacts

- Pics & Screenshots
- Videos
- Quotes



T H A N K



Y O U