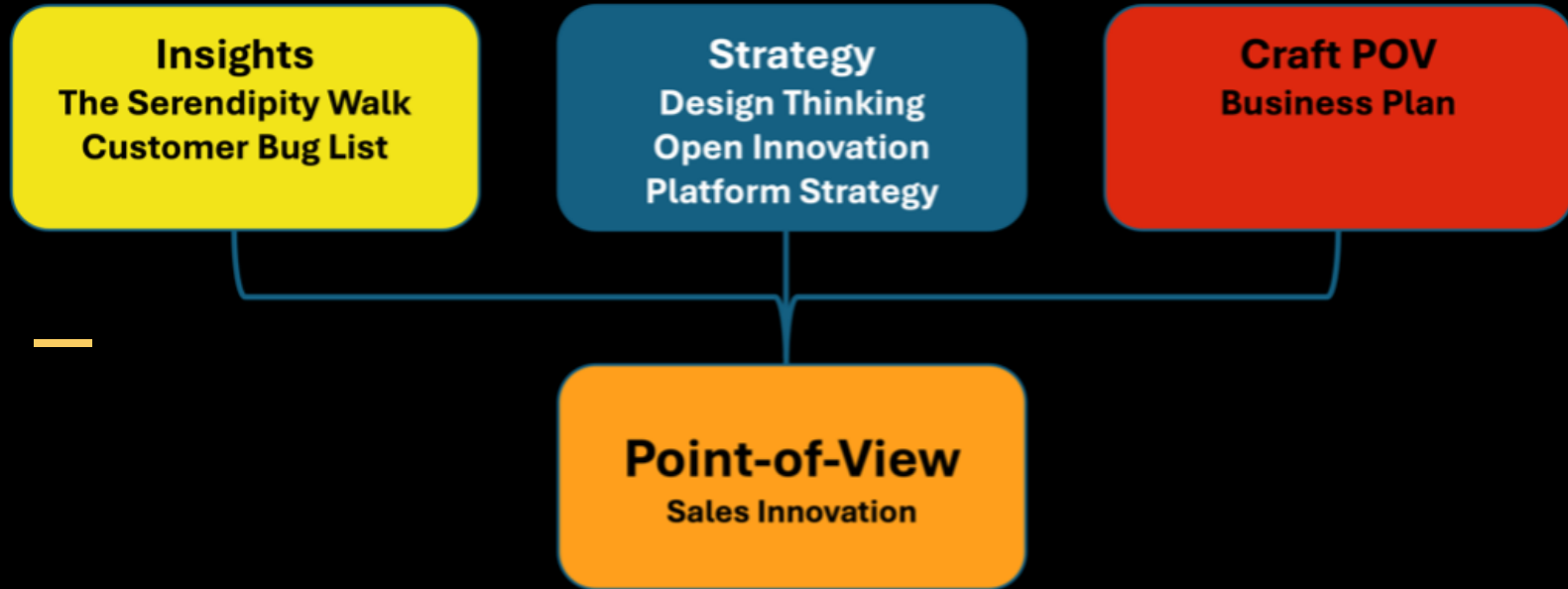


The Sales Innovators' Framework



The Serendipity Walk



The Serendipity Walk

Definition of SERENDIPITY

: the faculty or **phenomenon** of finding valuable or agreeable things not sought for; *also* : an instance of this



Developing **Empathy** with your Persona



Sympathy is feeling compassion, sorrow, or pity for the hardships that another person encounters, while **empathy** is putting yourself in the shoes of another in order to understand the emotions, ideas, or opinions of that person.





Look through the eyes of your accounts customers, employees or suppliers

Feel the needs they feel

Sense the aspirations they have



Propositions:

1. Identify a gap in the market that is currently not serving your persona(s)
2. Identify irritants in the way an existing service is being delivered to your persona(s)

Research your account through the eyes of your accounts customers, employees or suppliers



Proposition



FRAME

1:

Identify a gap in the market that is currently not serving your persona(s)

Hint: Look for a problem in the market that is not being addressed by your account. This can be a business opportunity.



Proposition



FRAME

2:

Identify irritants in the way an existing service is being delivered to your persona(s)

Hint: Look for inconsistencies / flaws in a way your account is providing a service. If you can improve the way a service is being delivered it can be a business opportunity.



Let's practice **innovation**

1. Step into your clients' or prospects' customers' shoes by experiencing what it's like to be one of their customers, employees, or suppliers. What does their stakeholder engagement model look like?
2. What needs do they address?
3. Are there other needs/problems in the market that they could address?
4. Are there inconsistencies in the way they provide a service or a product?
5. What's the cost of not doing anything?
6. Are there any synergies from (open innovation) partnerships your account could benefit from?
7. Is there an opportunity to create a platform? If yes, who could contribute to develop value to end customers?

Come up with an idea that can improve their business.



Be Innovation





Sales Innovator

Productivity Differentiation Innovation

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